

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ
«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»

О.О. Землякова, В.В. Коляда, Г.О. Неустроєва, Г.С. Тарасова

ВИВЧАЄМО ПРОФЕСІЙНУ АНГЛІЙСЬКУ МОВУ

Навчальний посібник
для аудиторної та самостійної роботи
для студентів економічних спеціальностей
з дисципліни «Іноземна мова»

O. Zemliakova, V. Koliada, G. Neustroieva, G. Tarasova

**STUDYING PROFESSIONAL ENGLISH
COURSEBOOK**

for students of economic specialties
on discipline "Foreign language "
(for classroom and individual work)

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У навчальному посібнику надано лексичний матеріал та систему практичних завдань і тестів, що націлені на самостійне формування студентами навичок побудови складних англійських синтаксичних моделей та подальший розвиток умінь використання професійної лексики в контексті.

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ПЕРЕДМОВА

Навчальний посібник з англійської мови призначений для аудиторної та самостійної роботи студентів економічних спеціальностей.

При розробленні навчального посібника з англійської мови для самостійної роботи студентів, окрім відповідності положенням навчальної програми, було враховано такі принципи, як актуальність, пізнавальність, доцільність, інформативність, новизна навчального забезпечення, а також узгодженість із програмною тематикою (при підборі текстів для опрацювання та лексичних вправ), систематичність та частота вживання (при підборі граматичного матеріалу для вивчення). До того ж, необхідно зважати на сучасну, цікаву, динамічну форму викладення матеріалу, що також сприяє підвищенню мотивації, підтриманню інтересу й бажанню вивчати англійську мову саме за даним, відповідним чином розробленим навчальним посібником.

Сьогодні, зважаючи на великий обсяг різноманітного тематичного і граматичного матеріалу, що має засвоїти студент при навчанні англійської мови, особлива увага приділяється створенню додаткового навчального забезпечення, спрямованого на самостійне вивчення англійської мови студентами. Актуальність створення такого методичного посібника полягає у можливості продовжувати опановувати мову поза основним навчанням, одночасно отримуючи додаткові відомості й цікаву інформацію про ті чи інші явища, процеси, знайомлячись з особливостями вживання певних граматичних конструкцій у відповідному контексті.

Посібник складається з чотирьох модулів, кожен з яких має чітко визначену структуру із використанням лексико-граматичних завдань та текстів з післятекстовими завданнями.

P A R T I
PRACTICE IN LANGUAGE USE

TERM I

LANGAUGE AREAS:

- **Sentence Structure (Types of Sentences)**
- **Active Tenses**
- **Nouns**
- **Articles**
- **Numerals**
- **Pronouns**

MODULE 1

TOPIC 1 Sentence Structure: positive and negative statements

Simple tenses

Exercise 1.

Make negative sentences.

1. My father works as a manager.
2. My boss is forty-five.
3. She writes letters to our suppliers.
4. I speak Italian.
5. Danny phones his accountant every Monday.

Exercise 2.

Choose the correct variant.

1. I _____ to buy well-known brands.
a) prefer b) prefers c) do prefer
2. We _____ to spend more on advertisement.
a) needs b) need c) do need
3. Microsoft _____ is the leader in computer software.
a) is b) are c) does
4. How can companies _____ brand loyalty?

- a) creates b) creating c) create
5. Building customer loyalty _____ a time-consuming process.
- a) is b) are c) does
6. Chanel _____ luxury fashion.
- a) make b) makes c) does make
7. I _____ a lot because I'm an International Operations Manager.
- a) travelling b) travel c) travels
8. My flight _____ at 11.30 on Tuesday.
- a) does leave b) leave c) leaves
9. They usually _____ at the Ritz.
- a) stay b) staying c) stays
10. Our company _____ a full range of corporate travel services.
- a) provide b) providing c) provides

Exercise 3.

Fill in the blanks with the correct form of the following verbs.

<i>to employ</i>	<i>to open</i>	<i>to speak</i>	<i>to take</i>	<i>to do</i>	<i>to cause</i>
<i>to set</i>	<i>to sell</i>	<i>to close</i>	<i>to live</i>		

- Ann _____ sells her handmade products via the Internet.
- We try to _____ competitive prices.
- The swimming pool _____ at 7.00 in the morning.
- It _____ at 9.00 in the evening.
- Bad driving _____ many accidents.
- My parents _____ in the house on the skirts of the town.
- The Olympic Games _____ place every four years.
- They are good employees. They always _____ their tasks.
- My boss _____ a little English.
- We _____ a designer to make our products look fashionable.

Exercise 4.

Translate the following sentences into English.

- Ми виробляємо свої товари в Китаї.
- Ми не просуваємо свої товари як «зроблені в Америці».
- Компанія Юніверсал Фармасьютікалс

розташована в Атланті, штат Джорджія. 4. У нас є офіси по всьому світу. 5. Ви вважаєте за краще мати своїм начальником чоловіка або жінку? 6. У чому спеціалізується ваша компанія? 7. Наради старшого керівного персоналу завжди починаються о 9.30. 8. У нашій компанії понад чотириста співробітників. 9. Які ще продукти виробляє ваша компанія? 10. Вона не любить брати кредити під заставу землі.

Exercise 5.

Use the words in brackets to complete the following sentences in Past Simple.

1. (you/see) _____ Martin yesterday?
2. I (last/see) _____ him two days ago.
3. He (not/be) _____ at the meeting on Monday because he was away on business.
4. Where (she/go) _____ for her holidays?
5. How long (it/take/you) _____ to drive from Amsterdam to Paris?
6. (you/enjoy) _____ your holiday in Italy?
7. I (see) _____ a great film on TV last night.
8. I (not/eat) _____ the food because I wasn't hungry.
9. Why (you/not/wake) _____ up earlier? You're going to be late.
10. Why (you/not/be) _____ at work yesterday? Were you ill?

Exercise 6.

Complete the dialogue using the verbs from the box below in the Past Simple. There is a mixture of affirmative, negative and question forms. There is one negative question.

go	take	think	sell	like	have (x2)	make (x2)
be (x4)	buy					

- Alex: Hi, Kate. You (1) went to the Paris Fashion Show last week, didn't you? (2) _____ you _____ a good trip?
- Kate: Yes, it was great.
- Alex: (3) _____ you _____ any useful contacts?
- Kate: Well, there (4) _____ loads of people at the show, and I

(5)_____ a lot of good contact but we (6)_____

Alex: _____nearly as many orders as last year.

Kate: Oh, why was that? (7)_____ they _____ our new styles?

No, no that (8)_____ the problem. The shoes (9)_____ really well, but we (10)_____ so successful with

Alex: some of our other products, like handbags, for example, and

Kate: there (11)_____ much more competition this year.

Alex: Who from?

Well, the Paul Smith stand was very busy.

Kate: Oh, but his clothes are expensive... Um, (12)_____ people at the show _____ our prices were too high?

Alex: Possibly. But we (13)_____ _____ the authority to lower them at the time.

Kate: Oh, what a shame. So it was a waste of a trip then?

Well, not exactly... I (14)_____ this great pair of Louis Vuitton shoes and this Chanel handbag...

Exercise 7.

Complete the sentences in Simple Past.

1. Our company (start) _____ business in 1995.
2. We (order) _____ the goods two months ago.
3. I (send) _____ you the letter last week.
4. We (receive) _____ your order yesterday.
5. The postman (come) _____ in, (give) _____ me the documents and (leave) _____.
6. When I (arrive) _____, Anne was talking on the phone.
7. I (get / not) _____ your letter yesterday.
8. Mister O'Brian (be / not) _____ in the office last week.
9. (Sarah / go) _____ to the trade fair on Thursday?
10. (you / ring) _____ me ten minutes ago?

Exercise 8.

Translate the following sentences into English.

1. Ви перевіряли ці цифри? 2. Мені не сподобалася його ідея.
3. Вибачте, мене не було в офісі вчора. 4. Ми обговорили звіт і домовилися внести в нього деякі зміни. 5. Ти отримав електронного листа, який я відправив тобі вчора? 6. Ми запустили цей продукт два місяці тому.
7. Коли була заснована ваша компанія? 8. Які види реклами вони використовували? 9. Хіба ви не чули про нараду? 10. Яку тактику використовували наші конкуренти?

Exercise 9.

Complete the sentences in Future Simple.

1. I (give) _____ you my business card.
2. Mister Carlisle (get) _____ back to you in a minute.
3. We (fax) _____ our order.
4. I (be) _____ with you in a second.
5. If you fax your order immediately, we (send) _____ the goods today.
6. If we do not place an order today, we (receive / not) _____ the goods in time.
7. We regret to inform you that we (be able / not) _____ to deliver the goods within the confirmed delivery time.
8. When (she / return) _____?
9. How long (you / be) _____ available today?
10. (you / take) _____ the call?

Exercise 10.

Translate the following sentences into English.

1. З якими проблемами ми зіткнемося, вийшовши на європейський ринок? 2. Яку стратегію ви будете використовувати, щоб розвивати торгівлю на європейських ринках? 3. Угода анульована. Я подзвоню турагенту і відміню політ. 4. Продажі зростуть, коли ми запустимо наш новий продукт. 5. Сьогодні ми обговоримо зміну місця розташування нашого головного офісу. 6. Зниження собівартості збільшить наш

прибуток. 7. Які спеціальні маркетингові заходи ми будемо використовувати на старті нашої рекламної кампанії? 8. Якщо ідея здасться прибутковою, вони інвестують гроші в неї.

TOPIC 2 Sentence Structure: questions

Continuous tenses

Exercise 1.

Make interrogative sentences.

1. Honda predicts record sales this year.
2. Our company is based in Chicago.
3. This hotel has a conference room on every floor.
4. We regularly update our information.
5. People who own shares in business are called shareholders.

Exercise 2.

Choose the correct variant.

1. How much _____ you earn?
a) do b) does
2. _____ London have many museums?
a) do b) does
3. _____ it snow a lot in Iceland?
a) do b) does
4. _____ you speak English?
a) do b) does
5. _____ they live in London?
a) do b) does
6. _____ you have a car?
a) do b) does
7. _____ your parrot talk?
a) do b) does
8. What _____ we have to do for homework?
a) do b) does
9. What time _____ this class finish?

a) do b) does

10. How often _____ you rent a video?

a) do b) does

Exercise 3.

Complete the sentences in Present Continuous.

1. I (look for) _____ my pen.

2. Jane (print out) _____ the contract.

3. As long as I am on holiday, Hannah and John (take care) _____ of everything.

4. Look! Graham (wear) _____ a tie today.

5. That's because he (meet) _____ the big boss in the afternoon.

6. I (work / not) _____ tomorrow.

7. Bob (talk / not) _____ on the phone.

8. What (you / do) _____?

9. Where (Mister Bradley / stay) _____?

Exercise 4.

Make the Present Continuous sentences – positive, negative or question.

1. (we / go to the seminar later)

2. (they / work / conference room / now)

3. (he / not / make a presentation)

4. (they / learn / how / make use of market conditions)?

5. (when / our new CEO / start work)?

6. (why / your secretary / stay at home)?

7. (they / not / win an election)

8. (Sarah / not / tell / her plans)

Exercise 5.

Fill the gaps with the correct form of the verb in brackets.

1. John _____ (look after) Alexandra's clients while she _____ (be) on maternity leave.

2. "On your CV it _____ (say) that you _____ (speak) some Chinese."

– "Yes, in fact, I _____ (currently / take) private classes. I _____ (think) Chinese is going to be a very useful language in our sector."

3. Our client _____ (be) very stubborn at the moment. He _____ (not / want) to accept our conditions. It's strange because he _____ (usually / be) so reasonable.

4. Where _____ (your company / hold) its AGM this year?

5. "What language _____ (that man / speak) at the reception desk?" – "It _____ (sound) like Portuguese to me."

6. I _____ (have to) speak to Doug urgently but he _____ (not / answer) his phone.

7. "They _____ (have) the meeting this Thursday at 3pm. Will you be able to attend?" – "No, I'm afraid not. I _____ (go) to a conference in Amsterdam."

8. Ray _____ (always / drive) to work but this week he _____ (take) the train as his daughter _____ (borrow) his car.

9. Which logo _____ (you / prefer)? Sorry but I _____ (not / like) either of them.

10. Our children really _____ (love) surfing. They _____ (spend) every weekend at the beach. In fact we _____ (look at) buying a small holiday home on the coast. Jaco Beach _____ (look) very nice.

Exercise 6.

Choose the correct variant.

1. I **think/am thinking** about your proposition.
2. I **weigh/am weighing** myself on my new scales.
3. The kitchen **smells/is smelling** of burnt meat.
4. He **is/is being** our Sales Manager.
5. This cloth **feels/is feeling** like silk.
6. I **see/am seeing** our prices are falling.
7. I **love/am loving** online shopping.
8. I **have/am having** dinner with my lawyer tonight.
9. This dress **looks/is looking** nice on you.
10. The baby **weighs/is weighing** 3 kilos.
11. Why do you **smell/are smelling** your hands?

12. She **feels/is feeling** her way in the dark.
13. I **see/am seeing** my accountant tonight.
14. Our Sales Manager **is/is being** very kind to me these days.
15. I **love/am loving** this office party.

Exercise 7.

Translate the following sentences into English.

1. Я бачу, у вашій компанії проблеми.
2. Їжа на вашій корпоративній вечірці чудова.
3. Вам подобається подорожувати?
4. Мій бос мовчить увесь ранок. Він розмірковує про нові умови кредитування.
5. Цей костюм добре виглядає на Вас.
6. Я не знаю, де мій секретар зберігає ключі.
7. Чому Ви мацали свої кишені? Ви щось загубили?
8. Чому ти нюхаєш молоко? Ти думаєш, воно пропало?
9. Вона пробує соус. Можливо, потрібно ще солі.
10. Ці квіти приємно пахнуть.

Exercise 8.

Fill in the blanks with the correct form of the following verbs in Present Simple or Present Continuous.

<i>to involve</i>	<i>to take part</i>	<i>to meet</i>	<i>to learn</i>	<i>to be</i>	<i>to call</i>	<i>to</i>
<i>speak</i>	<i>to want (negative)</i>					

1. Our sales rep _____ very stubborn. He _____ to accept our new conditions.
2. They _____ in a temporary project.
3. My job usually _____ emailing our customers.
4. We _____ a new consultant tonight.
5. Listen! That man _____ Japanese.
6. Braus speaking. Who _____, please?
7. My colleagues _____ how to use social networks in advertising right now.

Exercise 9.

Complete the following e-mail with the correct form (Present Simple or Continuous) of the verbs in brackets.

Dear Samantha

I _____ (1 write) to ask if we can meet to talk about plans for the new IT system. Everything _____ (2 be) fine here in general. But we _____ (3 currently/have) problems with saving data. The developers _____ (4 know) about the problems but can't find a solution – so we _____ (5 think) the launch date will need to be postponed. I was going to suggest that we meet on Friday 3 June I _____ (6 usually/see) Sam Bart at your office one Friday a month. But I _____ (7 understand) that you _____ (8 not work) on Fridays. So how about Monday 23 May? By the way, what's it like coming back to work after maternity leave? _____ (9 imagine) it must be difficult when the baby is so young. She _____ (10 look) lovely in her photo. Anyway, let me know if Monday 23rd would suit you.

Regards

Antony

Exercise 10.

Complete the sentences in Past Progressive.

1. Yesterday at six, John (drive) _____ to the airport.
2. While Claire (have) _____ lunch in the canteen, Mary and Will (talk) _____ to a customer.
3. I (prepare) _____ the invoice, when my computer suddenly crashed.
4. When we (sit) _____ in the meeting, Joseph suddenly got a hiccup.
5. I (gossip / not) _____ with Amy when you came in – we (discuss) _____ a serious problem.
6. Bob and I (walk) _____ to the office, when it suddenly started to rain.
7. During the week of the conference, I (stay) _____ at a nice B&B.

8. Where (you / stay) _____ during your time in London?
9. Who (do) _____ my job while I was in hospital?

Exercise 11.

Use the words in brackets to put the following into the correct tense – the past simple or past continuous.

1. I used my time well while I (wait) _____ for my plane - I wrote some emails.
2. I (not/work) _____ when my boss walked in my office.
3. When I (wait) _____ for the taxi, I saw two car crashes.
4. Tom (have) _____ long hair and a beard when he was at university.
5. It started snowing while I (drive) _____ to work.
6. What (you/do) _____ this time last year?
7. I (not/call) _____ you at 9 o'clock as arranged because I was having a meeting.
8. Where (you/be) _____ this time last year?
9. I (still/sleep) _____ when my wife left for work this morning.
10. Why did you bring your umbrella? (it/rain) _____ when you left home?

Exercise 12.

Translate the following sentences into English.

1. Коли я прокинувся вранці, йшов дощ.
2. Я зламав ногу, катаючись на лижах.
3. Я грав в комп'ютерну гру, коли увійшов мій бос.
4. Анна пояснювала свою пропозицію, коли Алекс перебив її.
5. Коли наш бухгалтер приїхав, ми пояснили йому, що сталося.
6. Поки ми вели переговори за контрактом, мій бос вирішив змінити умови.
7. Під час наради Том часто переривав розмову, щоб відповісти на телефонний дзвінок.
8. Наш керуючий директор поїхав до Києва, щоб зустрітися з субпідрядниками.
9. Ми обговорювали цей звіт більше години.
10. Мій бос був не надто щасливий, коли я повідомив йому новини.

Exercise 13.

The last marketing-campaign was not really successful. The organizers of that campaign have therefore come together to discuss what went wrong. Now they are explaining what's going to be different in the next campaign. Complete the sentences "to be going to".

1. Q: What _____ (change / you) in the next campaign?
2. A: We _____ (start) planning the campaign earlier.
3. And we _____ (focus) on a specific target group.
4. Q: How _____ (do / you) that?
5. A: We _____ (cram / not) that much information into our campaign.
6. Instead, the campaign _____ (leave) just one clear message.
7. Q: Which target group _____ (reach / you)?
8. A: Our next campaign _____ (target) at housewives aged 30 to 40.
9. Q: How _____ (get / you) these prospects to buy our products?
10. A: The campaign _____ (make) clear that these products can make life a lot easier for the housewife.

Exercise 14.

Match the sentences.

1. I've bought some writing paper, stamps and envelopes.
 - a) I'm going to try to find out what is bothering her.
 - b) I'm going to miss you.
 - c) I'm going to write some letters.
 - d) We're going to have a big party.
2. I've brought my tennis racket with me to the Conference.
 - a) I'm going to look in the souvenir shop at the airport.
 - b) I'm going to play tennis, if I can find the time.
 - c) I'm going to miss you.
 - d) I'm going to try to communicate with the locals in their own language.
3. I've brought my bikini with me.
 - a) I'm going to look in the souvenir shop at the airport.
 - b) I'm going to try to communicate with the locals in their own language.

- c) I'm going to try to find out what is bothering her.
 - d) I'm going to go swimming every morning before the seminar starts.
4. I've bought two tickets to Hawaii.
- a) I'm going to record my presentation.
 - b) I'm going to take my partner on a second honeymoon.
 - c) I'm going to miss you.
 - d) I'm going to write some letters.
5. I've brought along a cassette machine and some blank tapes.
- a) I'm going to record my presentation.
 - b) I'm going to try to find out what is bothering her.
 - c) I'm going to miss you.
 - d) I'm going to try to communicate with the locals in their own language.
6. On the last night of the conference, we're going to meet in the hotel bar.
- a) I'm going to look in the souvenir shop at the airport.
 - b) I'm going to take my partner on a second honeymoon.
 - c) We're going to have a big party.
 - d) I'm going to miss you.
7. I've enjoyed spending time with you.
- a) I'm going to look in the souvenir shop at the airport.
 - b) I'm going to try to find out what is bothering her.
 - c) I'm going to miss you.
 - d) I'm going to try to communicate with the locals in their own language.
8. I've brought along this Spanish phrasebook.
- a) I'm going to record my presentation.
 - b) I'm going to try to communicate with the locals in their own language.
 - c) I'm going to try to find out what is bothering her.
 - d) I'm going to go swimming every morning before the seminar starts.

Exercise 15.

Match the sentences.

1. I'm going to get some sleep.	a) I've got lots of work I must finish today.
2. I'm going to leave for the office early.	b) There's only 2 hours until bids have to be in and we've still got lots of work to do.
3. I'm going to have something to eat.	c) You're not holding on to that tightly enough.
4. We're going to run out of time.	d) This is important and I want to make sure you understand.
5. We're going to be really early if we set off now.	e) I feel really tired.
6. You're going to drop that, if you're not careful.	f) I want to live in a warm country.
7. Things are going to get better.	g) I don't want to continue any more.
8. I'm going to say that one more time.	h) Things have not been going very well but I feel very positive about the future.
9. I'm going to move to Spain when I retire.	i) It's only 30 minutes to the airport and his plane doesn't get in for another two hours.
10. I'm going to give up at this point.	j) I feel hungry.

Exercise 16.

*Complete the sentences with **will** or **going to**.*

1. A: "Hello. I have an appointment with Charlotte King. My name's Rob Taylor."

B: "Please have a seat, Mr Taylor. _____ Charlotte you're here." (I / tell)

2. "If you go out, take an umbrella. _____ raining any minute now." (It / start)

3. A: "_____ you get the meeting room ready?" (We / help)
 B: "Thanks. That would be great."
4. A: "Max and I are having dinner at the new Indian restaurant. Do you want to join us?"
 B: "Thanks, but I can't. _____ the new Harrison Ford movie." (I / see)
5. (*The phone is ringing*) _____ it? (I / answer)
6. A: "I've just had a call from Bjorn. _____ late. He's stuck in a traffic jam." (He / be)
7. A: "Why are you turning on the TV?"
 B: "_____ the next host of the Olympic Games." (They / announce)
8. A: "I think there's a mistake on one of the slides in your presentation."
 B: "Really? Ok, _____. Which one?" (I / have a look)
9. "_____ at the travel agents' on the way home. _____ you some holiday brochures? (I / call in; I / get)
10. A: "Is Paula feeling better?"
 B: "No, but she's phoned the doctor and _____ him at 4 o'clock." (she / see)

Exercise 17.

Fill in will or be going to.

I _____ to spend my holiday in Corsica because there is a lot to see. I _____ travel there by air because I enjoy flying. I'm not going on my own; my husband _____ come with me and I think my brother _____ come too if I ask him. We _____ stay in Bastia for two weeks, then we _____ go somewhere else. I hope we _____ find a hotel easily, but if there's any problem, we _____ stay at a campsite. We _____ to swim every day, so _____ take a lot of suntan oil with me – I think we _____ need it. I am looking forward to this holiday. I am sure it _____ be the best holiday ever.

Exercise 18.

Write what Ann's plans are for the next week. Then write about your plans.

Ann

Monday: prepare a report	<i>Ann is going to prepare a report on Monday.</i>
Tuesday: have a meeting	
Wednesday: submit a report	
Thursday: attend a seminar	
Friday: see the lawyer	
Saturday: have a birthday party	
Sunday: visit parents	

You

Monday: work on presentation	<i>I'm going to work on my presentation on Monday.</i>
Tuesday:	
Wednesday:	
Thursday:	
Friday:	
Saturday:	
Sunday:	

Exercise 19.

Translate the following sentences into English.

1. Ми з моєю колегою збираємося відвідати торгову виставку, яка відбудеться в наступному місяці в Сієтлі. 2. Деякі авіакомпанії на цьому тижні збираються підвищити паливний збір. 3. Мій секретар відсутня. 4. Щось трапиться. 5. Від імені Альфа Едвetaйзінг я збираюся розповісти вам про нашу компанію. 6. На презентації вона розповість нам про свої ідеї для нової рекламної кампанії. 7. Я збираюся подивитися світ, коли піду на пенсію. 8. Я, нарешті, вирішив. Я куплю нову машину. 9. Які у тебе плани на наступний тиждень? – Я лечу в Нью-Йорк у справах. 10. Чому ти одягнув свій найкращий костюм? – У мене ланч з моїм постачальником.

Exercise 20.

Complete the sentences in Future Continuous.

1. At midnight we (sleep) _____ in hotel suite.
2. This time next week we (sit) _____ at a meeting table in Paris.
3. At nine I (have a rest) _____ after a long day in the office.
4. Tonight we (cram up) _____ for our English test.
5. They (argue) _____ all night.
6. He (not / play tennis) _____ all afternoon.
7. I (not / work) _____ all day.
8. (negotiate / you) _____ at six?
9. (drive / she) _____ to London?
10. (fight / they) _____ again?

Exercise 21.

Complete the following sentences with the correct form (Future Simple or Continuous) of the verbs in brackets.

1. One thing that is clear is that more and larger Taiwanese companies _____ (invest) in China and that the new government _____ (allow) them to.
2. Next year I _____ (work) in our Paris office.
3. As soon as we've finished the report, I _____ (email) it to you.
4. Where _____ (you/work) in six months' time?
5. When I see him, I _____ (tell) him you called.
6. We _____ (discuss) it again after you come back.
7. She _____ (interview) the candidates all morning.
8. Our visitors _____ (arrive) at 10.30.
9. _____ (we/break) for the coffee now?
10. This time tomorrow we _____ (try) to impress our investors.

Exercise 22.

Translate the following sentences into English.

1. Ймовірно, вони доставлять товари завтра.
2. Якщо ви не зробите це, ми вимушені впровадити юридичні дії.
3. Ми збираємося найняти більше персоналу.
4. Я буду щасливий, якщо отримаю цю роботу.
5. Я

впевнений, що на цей новий продукт буде великий попит. 6. У серпні ми будемо переводити виробництво з Шотландії в Австрію. 7. Через тиждень після цієї важливої угоди я буду насолоджуватися сонцем на Мальті. 8. Вибач, я не зможу підняти трубку, так як в цей час я буду проводити презентацію.

TOPIC 3 Sentence Structure: imperatives

Exercise 1.

Put the words in brackets into the gaps. Mind the positive or the negative forms.

1. _____ upstairs. (*to go*)
2. _____ in this lake. (*not/to swim*)
3. _____ your homework. (*to do*)
4. _____ football in the yard. (*not/to play*)
5. _____ your teeth. (*to brush*)
6. _____ during the lesson. (*not/to talk*)
7. _____ the animals in the zoo. (*not/to feed*)
8. _____ the instructions. (*to follow*)
9. _____ late for work. (*not/to be*)
10. _____ your mobiles. (*to switch off*)

Exercise 2.

Construct the negative form of the imperative.

1. (*work*) _____ so hard.
2. (*go*) _____ there.
3. (*be*) _____ so rude.
4. (*forget*) _____ to tidy up your room.
5. (*smoke*) _____ inside the building.

Exercise 3.

Turn the affirmative sentences in negative sentences.

1. Close the door.
2. Stop.

3. Turn right.
4. Sit down.
5. Be quiet.
6. Go straight.
7. Pass the bank.
8. Cross the road.
9. Turn left.
10. Look at the map.

TOPIC 4 NOUNS

Exercise 1.

Fill in the correct plural forms of the given words.

name	image	office	shelf	scarf	knife
person	memo	American	thief	share	

Exercise 2.

Put the word in the brackets in the correct form.

These (person) _____ are protesting against the president.

The (woman) _____ over there want to meet the manager.

My (child) _____ hate eating pasta.

I am ill. My (foot) _____ hurt.

Muslims kill (sheep) _____ in a religious celebration.

I clean my (tooth) _____ three times a day.

The (student) _____ are doing the exercise right now.

The (fish) _____ I bought is in the fridge.

They are sending some (man) _____ to fix the fax machine.

Most (housewife) _____ work more than ten hours a day at home.

Where did you put the (knife) _____ ?

(Goose) _____ like water.

(Piano) _____ are expensive

Some (policeman) _____ came to arrest him.

Where is my (luggage) _____ ?

Exercise 3.

Fill in the blanks with the correct forms of the given nouns for the following exercise. Use each noun only one time.

chair	job	experience	information	hair
luggage	progress	furniture	permission	work

1. I don't have much _____. Just two small bags.
2. They are going to tell you all you want to know. They are going to give you a lot of _____.
3. There is room for everybody to sit down. There are a lot of _____.
4. We have no _____, not even a bed or a table.
5. "What does Alan look like?" He's got a long beard and very short _____.
6. Carla's English is very bad. She must make _____.
7. George is unemployed. He's looking for a _____.
8. If you want to leave work early, you have to ask for _____.
9. I don't think Ann will get the job. She hasn't got enough _____.
10. Shakespeare's _____ are wonderful.

Exercise 4.

Divide the following nouns into two columns: countable and uncountable.

furniture, coffee, leaf, food, computer, list, blood, job, work, language, country, advice, information, money, progress, permission, luggage, beach, traffic, weather, window, knowledge, air, water, holiday, damage, accommodation, scenery, scene, pigeon, bread, mountain, luck, news, accident, laughter, flour.

Exercise 5.

Translate the following sentences into Russian paying attention to the words presented in bold.

1. The windows in his car are made of unbreakable **glass**.
2. He gave me a **glass** of water.
3. These are the **works** of Shakespeare.
4. He is not at home, he is

at the **works**. He is installing new equipment. 5. His **work** is rather dull, he thinks. 6. Do you have **scales**? I want to weigh this fish. 7. Celsius or Fahrenheit **scales** are used in many countries. 8. I've spilled the water, give me a **cloth**, please. 9. Have you bought **cloth** for draperies? 10. He's got his car insurance **policy**. 11. She always criticizes the government's **policy**. 12. I need an **iron** to press my dress. 13. These items are made of **iron**. 14. There is neither salt nor **pepper** on the table. 15. He planted several **peppers** in the hothouse. 16. Would you like some **chocolate**? 17. She took a **chocolate** out of the box. 18. He meets a lot of **people** every day. 19. A lot of different **peoples** live in Asia. 20. They run a very profitable **business** somewhere in South Africa. 21. **Business** is an essential part of American life.

Exercise 6.

Fill in the blanks with the appropriate form of the verb to be.

1. The crew ____ rescued by our boat. 2. Her clothes ____ very fashionable. 3. Your advice ____ always welcome. 4. The information he gave us ____ very useful. 5. A little money ____ better than nothing. 6. That species of spiders ____ commonly seen in deserts of North Africa. 7. I think her hair ____ dyed. 8. No news ____ good news. 9. I don't want to work here. The equipment ____ too complicated. 10. There ____ a lot of sheep in the field. 11. I think this ____ a detailed research. 12. Where ____ my spectacles? 13. The phenomena ____ unusual. 14. Mathematics ____ difficult, but physics ____ much more difficult to my mind. 15. The cattle ____ up the hill.

Exercise 7.

Match the words and word combinations (1-10) with the appropriate phrases (a-j) to get 10 sentences.

1. Your advice
2. Our headquarters
3. The money
4. The premises
5. The information
6. Best news
7. New equipment

8. Athletics
9. The scales
10. The furniture
- a) is located outside London.
- b) she lent us was not enough.
- c) are accurate.
- d) is an important part of the Olympic Games.
- e) is often deceptive.
- f) is installed in our new shop.
- g) in our office is new.
- h) was not reliable. It was published in tabloids.
- i) is always printed in morning newspapers.
- j) where he worked were in the suburbs.

Exercise 8.

Choose the correct variant.

1. Our two _____ are crying all the time.
a) babies b) babys c) babyes
2. No news _____ good news.
a) is b) are
3. _____ usually fly not very high.
a) flyes b) flys c) flies
4. These potatoes weigh five _____.
a) kilos b) kilos
5. I don't like going by car. If I have a chance, I always go on _____.
a) foot b) feet c) foots
6. What do you need these _____ for?
a) boxs b) boxes
7. My new Swiss watch _____ 3 minutes slow.
a) is b) are
8. Those were the happiest days of our _____.
a) lifes b) lives c) lifees
9. Leaves usually _____ trees in autumn.
a) leaf b) leave c) leafs d) leaves

10. Rock music of the 1970s is an extremely interesting cultural _____.
 a) phenomen b) phenomena c) phenomenon
11. Big _____ don't cry.
 a) boys b) boyes
12. I prefer natural _____ when I want to change my hair style.
 a) dies b) dyes c) dys
13. It is rather dangerous to walk on _____ after the rain.
 a) roofs b) roofes c) rooves
14. Dentists recommend using _____ twice a day: in the morning and in the evening.
 a) tooth`s paste b) toothpaste c)teeth`s paste d) toothpaste
15. _____ are flowers of life.
 a) Childs b) Children c) Childrens
16. The naughty kid likes throwing rotten _____ at passers-by.
 a) tomatos b) tomatoes
17. 50 _____ of oil leaked out of the tanker into the sea.
 a) Tones b) Tons c) Tonns
18. There is no piano in the _____.
 a) bushes b) bushs
19. _____ in our house are so annoying. We definitely need a cat.
 a) Mouses b) Mices c) Mice d) Mousees
20. My little son is afraid of grey _____ (волчков) that come at night.
 a) wolfys b) wolvies c) wolves d) wolvys

Exercise 8.

Choose the correct variant.

1. The book of my father. My _____ book.
 a) father's b) fathers c) fathers'
2. The trousers of my son. My _____ trousers.
 a) son's b) sons' c) sons
3. The toys of her children. Her _____ toys.
 a) children' b) childrens' c) children's
4. They were friends of my aunt. They were my _____ friends.
 a) aunts' b) aunt' c) aunt's

5. This is the dog of Bill. This is _____ dog.
 a) Bills' b) Bills c) Bill's
6. The bench of her sisters. Her _____ bench.
 a) sisters's b) sisters' c) sister's
7. The mobile telephone of my mother. My _____ mobile telephone.
 a) mother's b) mothers c) mothers'
8. The hen of my neighbours. My _____ hen.
 a) neighbours' b) neighbour's c) neighbours
9. The pills of our grandmother. Our _____ pills.
 a) grandmothers b) grandmothers' c) grandmother's
10. The map of the pilot. The _____ map.
 a) pilots b) pilot's c) pilots'
11. The computer of my cousins. My _____ computer.
 a) cousins' b) cousin's c) cousins
12. The dresses of her daughters are blue. Her _____ dresses are blue.
 a) daughters b) daughter's c) daughters'
13. The spoon of his grandfather is made of gold. His _____ spoon is made of gold.
 a) grandfather's b) grandfathers' c) grandfathers
14. The hair of my mother is fair. My _____ hair is fair.
 a) mother's b) mothers c) mothers'
15. The house of our grandparents is large. Our _____ house is large.
 a) grandparents b) grandparents' c) grandparent's
16. The car of Rose is expensive. _____ car is expensive.
 a) Rose's b) Roses c) Roses'
17. The school of his daughter is very far. His _____ school is very far.
 a) daughters b) daughters' c) daughter's
18. The role of this actress is dramatic. This _____ role is dramatic.
 a) actress' b) actres's c) actress's
19. The wing of the bird is cut. The _____ wing is cut.
 a) bird's b) birds c) birds'
20. The baby of the woman is healthy. The _____ baby is healthy.
 a) womans b) woman's c) womans'

TOPIC 5 ARTICLES

Exercise 1.

Choose **A**, **An** or **(X)** for “no article” for each blank below.

1. ____ bed	11. ____ very sad story
2. ____ chair	12. ____ web site
3. ____ egg	13. ____ Internet conference
4. ____ fish	14. ____ extremely large dog
5. ____ answer	15. ____ light meal
6. ____ song	16. ____ fantastic offer
7. ____ vacation	17. ____ unusually small head
8. ____ investigation	18. ____ funny joke
9. ____ computers	19. ____ expensive purse
10. ____ old letter	20. ____ hard lessons

Exercise 2.

Fill in the blanks with the correct word **a/an** or **some**. Mind countable and uncountable nouns.

1. I have ____ good idea. 2. That's ____ interesting job. 3. They have found ____ gold in that old mine. 4. Do the Smiths have ____ yellow van? 5. Look! He's having ____ sandwiches. 6. He always likes ____ piece of chocolate. 7. I have ____ work to do for tomorrow. 8. There is ____ nice girl in the red car. 9. Would you like ____ milk with your cookies? 10. How about ____ grapes?

Exercise 3.

Choose the right variant.

- Oil prices have risen to ____ record levels in the past three years.
 ● – ● the ● a
- Q: Is he a clerk? A: No, he's ____ manager. (*There's only one manager in the company*)
 ● – ● the ● a
- Q: Is he a clerk? A: No, he's ____ manager. (*There's more than one manager in the company*)

- – ● the ● a

4. Many of ____ programmers that started last year have quit.

- – ● the ● a

5. Many ____ programmers that started last year have quit.

- – ● the ● a

6. We hope to make _____ big advances during the early stages of this project.

- – ● the ● a

7. Take a look at this report. ____ findings are really surprising.

- – ● the ● a

8. Q: What are you working on? A: I'm trying to finish ____ presentation that I told you about this morning.

- – ● the ● a

9. Q: What are you working on? A: I'm working on ____ presentation for today's meeting. (*The person asking the question doesn't know about this presentation*)

- – ● the ● a

10. This is ____ very challenging task.

- – ● the ● a

Exercise 4.

Fill in “**the**” or “**a\an**” where is necessary.

1. Is ____ capital of ____ Portugal?
2. Is ____ Malta in ____ Mediterranean?
3. Is ____ tomato ____ fruit or ____ vegetable?
4. What is ____ capital of ____ France?
5. Where is ____ Sahara Desert?
6. Is ____ elephant bigger then ____ alligator?
7. Is ____ Indian Ocean larger then ____ Mediterranean Sea?
8. Does ____ River Seine run through ____ Paris or ____ Madrid?
9. Is ____ Everest the highest mountain in ____ world?
10. Where are ____ Corsica and ____ Crete?
11. Where are ____ Mississippi River and ____ Thames?
12. Is ____ New York in ____ USA or ____ Canada?

Fill in a, an, the or (X) for “no article”.

(The United States as a whole)

3. Robert works in _____ sales.

5. Generally speaking, _____ customers don't like to be told what to do.

7. Q: What kind of ____ work are you looking for? A: I'm looking for ____ work in a bank or some other financial institution.

9. _____ restaurant industry in the United Kingdom employs 4 million people.

Exercise 6.

1. Stuart has a degree in _____ civil engineering.

2. Dimitri teaches _____ Russian at _____ Cambridge University

3. Have you looked at _____ minutes for _____ last Friday's meeting yet?

4. Please turn to _____ second section of _____ report.

5. For a more detailed analysis see _____ page 5.

6. Let's amend ____ section C. It's rather confusing, especially ____ third paragraph.

7. I'll meet you in front of _____ Empire State Building.

30

8. I'll meet you in front of ____ St. Patrick's cathedral.

- – ● the

9. We change planes at ____ Schiphol airport.

- – ● the

10. The band will be touring ____ United States, ____ Australia and ____
UK ____ next autumn.

- – ● the

11. Do you ever use ____ alternative medicine?

- – ● the

12. ____ medicine my doctor gave me tastes really awful.

- – ● the

13. The company is about to open a new store on ____ Fifth Avenue.

- – ● the

14. Let's look at ____ question 5.

- – ● the

15. Andrew normally leaves ____ work at around 7pm.

- – ● the

16. Andrew normally leaves ____ office at around 7pm.

- – ● the

Exercise 7.

Identify the correct sentences and find and correct the mistakes. Mind that only three sentences are correct.

1. I have job in a leading design company.

2. Maggie Stuart is director.

3. A manager is not the same as leader.

4. Employees don't want to be led; they want to be managed.

5. Does the fear really motivate people to do better in their work?

6. The most managers learn from experience.

7. Bob is one of youngest managers but he is also one of the best.

8. Culture can affect attitudes to management.

9. Newspaper article I read on the train this morning was very positive about management today.

MODULE 2

Practice in Grammar

TOPIC 6 Sentence Structure: emphatic structures

Exercise 1.

Rewrite the sentences starting them as suggested.

1. My father hardly trusted in my abilities.

Hardly_____.

2. Some teens make a gap year after graduation.

Only after_____.

3. John seldom spends a weekend without having to prepare a presentation.

Seldom_____.

4. Governments rarely promote equal opportunities for man and women.

Rarely_____.

5. He became a successful business consultant when he left his homeland.

Only when_____.

6. Young people have never had such a degree of concern about their future.

Never_____.

Exercise 1.

Complete the sentences using the words in bold. Use two to five words.

Example

0 We can get into the house only if you have a key.

can

Only if you have a key can we get into the house.

1. If the weather gets any colder, we'll turn on the heating.

get

Should _____we'll turn on the heating.

2. He had just entered when the telephone rang.

sooner

No _____.the telephone rang.

3. He visits us so rarely that I can hardly remember what he looks like.

visit

So _____.that I can hardly remember what he looks like.

4. Mark works so hard that I'm sure he'll be promoted soon.

does

So _____.that I'm sure he'll be promoted soon.

5. If you had been there, you would have enjoyed it.

been

Had. _____.would have enjoyed it.

6. He spoke to me only after I spoke to him.

speak

Only after I spoke to him. _____.to me.

TOPIC 7 Perfect tenses

Exercise 1.

Open the brackets using the necessary form of the verb (Present Perfect).

E.g. I never _____ (be) to Australia. – I have never been to Australia.

He _____ (pass) the exam? – Has he passed the exam?

1. We just _____ (meet) an American businessman.

2. Your husband _____ (sell) the house?

3. I _____ (not start) my new job yet.

4. You _____ (be) to New York before?

5. Ann _____ (not choose) the documents yet.

6. They _____ (do) the shopping today.

7. Tom _____ ever (visit) your office?

8. I just _____ (see) his secretary.

9. She _____ (not find) her passport.

10. They already _____ (take part) in the conference.

Exercise 2.

Look at the plan of the preparation to the conference. Write down what has been done and what hasn't been done yet. Use the verbs in Present Perfect and the adverbs already, yet.

E.g. We haven't talked to the boss yet

E.g. We haven't talked to the boss yet.

We have already booked the restaurant.

talk to the administrator (-)

book the room at the hotel(+)

send the invitations (+)

buy the pens and paper(-)

choose the conference hall(+)

confirm the hotel (-)

invite the journalists (+)

find the photographer (-)

Exercise 3.

SCRAMBLED SENTENCES. Make up sentences with the correct word order.

1. have – Britain – several – I – to – times – been
2. Spain – since – she – lived – in – 1994 – has
3. five — have – not- they – years – seen – for- each-other
4. I –presentation– made – already – for – have – you
5. never – Bob – a car– has – had

Exercise 4.

Put the adverbs in the right place

1. Have you watched the news? (already)
2. We have phoned the director. (just)
3. Has she developed the software? (ever)
4. I have seen their website. (never)
5. The train hasn't arrived. (yet)

Exercise 5.

Make up sentences in the Present Perfect, using for или since

E.g. I – not – meet – George – last month. – I haven't met George since last month.

1. We – know – him – six months.
2. Jack – not – write – article – last winter.
3. Mary – be – a real friend – our childhood.
4. They – live – in Tokyo – a long time.
5. Mr Smith – work – as a builder – three years.

Exercise 6.

Put the verbs in brackets in the Past Simple or in the Present Perfect.

1. Maria (get) _____ some bad news last week. She (be) _____ sad since she (get) _____ the bad news. 2. I (start) _____ preparing my report at five o'clock. I (work) _____ at my report since five o'clock. 3. I (change) _____ my job three times this year. 4. I (change) _____ my job three times last year. 5. I (not to see) _____ my stress manager for many weeks. But two days ago I (meet) _____ him in the hall. 6. Tom (break) _____ his laptop five days ago. It's in the service company. It (be) _____ in the service company since he (break) _____ it. 7. Are you going to finish your work before you go to bed? — I (finish) _____ it (already). I (finish) _____ my work two hours ago.

Exercise 7.

Put the verbs in brackets in the Past Simple or in the Present Perfect.

1. (have, just, see) _____ our programmer. 2. I (see, not) _____ Steve this morning yet. 3. Carol and I are old friends. I (know) _____ her since I (be) _____ a freshman in the office. 4. Maria (have) _____ a lot of problems since she (come) _____ to this country. 5. I (go) _____ to Paris in 2003 and 2006. 6. A car came round the corner and I (jump) _____ out of the way. 7. Don't throw the paper away because I (not to read) _____ it yet. 8. Is Jim going to eat lunch with us today? — No. He (eat) _____ (already). He (eat) _____ lunch an hour ago. 9. Since we (start) _____ doing this translation, we (complete) _____ some sentences. 10. I (be) _____ never to Italy.

Exercise 8.

Put the verbs in brackets in the Past Simple or in the Present Perfect.

1. You (ever work) _____ in a shop? 2. I (work) _____ at my uncle's shop when I was younger. 3. It's the first time I (be) _____ on a ship. 4. Ann is looking for her key. She can't find it. She (lose) _____ her key. 5. How many services (develop) they _____? 6. Look! Somebody (spill) _____ ink on the notebook. 7. You (have) _____ a holiday this year yet? 8. You (see) _____ any good English films recently? 9. He (have, not) _____ any problems since he (come) _____ here.

Exercise 9.

Put the verbs in brackets in the Past Simple or in the Present Perfect.

1. She (change) _____ a lot since she left her last job. 2. I (see) _____ this customer and I don't want to see him again. 3. Their company (originate) _____ in the United States around 1900. 4. Tom (speak) _____ at the meeting several times already. 5. Long ago, they (build) _____ many of their houses. 6. Their manager still (not/find) _____ a way to satisfy customer demand. 7. Sean (eat, never) _____ Chinese food before. 8. In my first job, I (be) _____ responsible for marketing. 9. The last job I (apply) _____ for required applicants to speak some Japanese. 10. The first modern computer (develop) _____ many years ago. 11. I am writing in connection with the advertisement which (appear) _____ in December.

Exercise 10.

Correct the mistakes in these sentences.

We worked here since 1997.

I've worked at this project since two days.

How long do you know him?

Susie has seen a good advertisement last night.

We've finished our homework just.

I've already wrote three letters.

Exercise 11.

Put the verbs in brackets in the Past Simple or in the Present Perfect.

1. «You _____ (hear) about the Azeri restaurant Marquise de Salade?» «Yes we _____ (be) there for my boss's birthday.»
2. «You _____ (be) out of Europe?» «Yes I _____ (be) to Canada, Morocco and Turkey.» «And which you _____ (like) best?»
3. He _____ (stop) writing yet?
4. How long is it since they _____ (be) at this department store?
5. You _____ (meet) my colleagues yet?
6. How it _____ (get) into my case?
7. You _____ (forget) to book the tickets, _____ you?
8. How long is it since you last _____ (talk)?
9. When he _____ (say) he would come?
10. I _____ (see) him the other day.

Exercise 12.

Put the verbs in brackets in the Past Simple or in the Present Perfect.

1. We _____ (run out) of gasoline. We should order more.
2. «You _____ (pay) the bills?» «Not yet. I _____ (have) a spare minute during the day».
3. He certainly meant what he _____ (say).
4. As soon as the meeting _____ (start) the audience _____ (begin) shouting.
5. It _____ (be) no use arguing with him at that time.
6. You _____ (see) the news about the currency rates?
7. Why you _____ (call) me?
8. You _____ (remember) to water the plants at the office before we left?
9. You _____ (come) to work by car today?
10. Where you _____ (be) during the meeting?
11. «When one door closes, another opens, but we often look so long and so regretfully upon the closed door that we do not see the one that _____ (open) for us». — Alexander Graham Bell

12. «Perhaps my greatest strength, and I've no idea where it _____ (come) from, is that I never _____ (be) afraid to fail». — Tim Watson

13. «There are two possible outcomes: If the result confirms the hypothesis, then you _____ (make) a measurement. If the result is contrary to the hypothesis, then you _____ (make) a discovery». — Fermi

Exercise 13.

Put the verbs in brackets in the Past Simple or in the Present Perfect.

1. From 1990 to 1995 Jack _____ (to work) as a manager.
2. I _____ (to study) English since 1995.
3. When she was an administrator, she _____ (to work) ten hours a day.
4. How many pages _____ you _____ (to read)?
5. Where _____ all the managers _____ (to go)?
6. Last summer Tom and Ann _____ (to travel) around the world together.
7. They _____ (to study) English at the university.
8. He _____ (to go out) four hours ago and _____ (not to return).
9. I _____ (to be) very busy all this week.
10. She _____ (not to finish) her work yet and is not ready to go with us.
11. How much _____ he _____ (to get) at his last job?
12. I _____ (to go) home at 9 o'clock yesterday.

Exercise 14.

Choose and read out sentences in the Present Perfect tense. Explain your choice.

1. He works in a big company.
2. They have translated two texts this morning.
3. She has typed the letter. You may take it.
4. As a rule, I have breakfast at 7 o'clock.
5. – Where is he? – He has gone to the conference hall.
6. Have a nice day!
7. What has happened to you?
8. How often do you have English Grammar lessons?
9. She has just arrived.
10. The lesson is over. Have a break.

11. I haven't had breakfast this morning.
12. Look, Jack! I hate to tell you this, but I have to.
13. Have you spoken to her yet?
14. I haven't seen you for ages!
15. I have to get up very early on week-days.
16. Look! They have already built that house.
17. Do you have any questions?
18. Englishmen usually have four meals a day: breakfast, lunch, tea and dinner.
19. She has a nice business suit on.
20. He has never read books by this writer.

Exercise 15.

SCRAMBLED SENTENCES. Make up sentences with the correct word order.

- 1) has, for, years, Germany, he, lived, in, fourteen.
- 2) read, they, all, reports, have, since, these, meeting, last.
- 3) well, presentation, you, have, this, done, very.
- 4) John, a telegram, boss, has, his, sent, to, already.
- 5) student, English, the, already, translated, into, Russian, text, has, this, from.
- 6) for, Mary, seen, I, have, ages, not.
- 7) not, come, yet, has, the mechanic.
- 8) they, about, have, not, the accident, informed, me.
- 9) you, in, Kharkiv, not, for, have, two, lived, months.
- 10) to, she, been, never, has, New York.
- 11) you, have, a holiday, this, had, year?
- 12) a foreigner, spoken, you, have, to, ever?
- 13) what, since, they, have, the morning, done?
- 14) the, she, checked, has, e-mails, yet?
- 15) how, letters, he, written, many, since, has, morning, the?

Exercise 16.

Open the brackets (Present Perfect) and guess what profession or hobby these people have. Say “He \ she must be a ... “.

1. She (translate) the text, (make) up a dialogue and (write) three exercises.
2. What a wonderful picture you (paint)!
3. He (design) a new clothes collection. It is wonderful!
4. I (buy) a packet of orange juice and a cake.
5. She (sell) all the apples.
6. He (make) a delicious soup.
7. I (collect) a lot of stamps.
8. The man (fix) the broken car.
9. He (finish) a new story.
10. Children, you (do) your home task?
11. She (type) three documents and (post) some letters.

Exercise 17.

Match the sentences (the result of the action)

1. I have just had lunch.	a) He is not here.
2. She has already left the house.	b) I am not hungry.
3. Somebody has broken the window in our classroom.	c) It's too cold in here.
4. I have known her since our childhood.	d) He knows this country very well.
5. We have left all the money at home.	e) She can not write now.
6. Your mistakes have taught you nothing.	f) She must be on her way to college.
7. She has cut her finger.	g) She is my best friend.
8. He hasn't come yet.	h) We can't buy anything.
9. David has been to the USA more than once.	i) It is open now.
10. Somebody has left the door unlocked.	j) You are doing the same silly thing again.

11. Grandmother has written a letter.	k) She is going to the post-office now.
12. The boy has fallen ill.	l) His mother is very upset.

Exercise 18.

LANGUAGE IN USE (choose the proper reply)

1. - Look who has arrived! John, nice to see you. Let me introduce you to some friends. This is Jane and this is Robert.

a) Thank you very much.

b) Nice to meet you.

c) It was really exciting.

2. - You have read it yourself, haven't you?

a) Yes, I see your point.

b) No, not yet. I plan to.

c) This isn't my fault.

3. Oh, I have missed the bus!

a) How nice of you!

b) Thank you very much. What a nice present.

c) Don't be so upset. The next one will come in 10 minutes.

4. Have you chosen anything, madam?

a) Yes, I'd like to try on that red jacket.

b) Yes, this is my sister.

c) Yes, you are quite right.

5. Have you done your home task, students?

a) Yes, please.

b) Yes, we are ready with it.

c) No, thank you.

6. She hasn't found the job so far.

a) My congratulations.

b) She is my best friend.

c) It is really difficult in our small town.

7. He has never been to Italy.

a) His name is Gordon Brown.

b) Really? As for me, I went to Rome last summer.

- c) How happy he is!
- 8. He is the most handsome man I have ever seen.
 - a) May be. But my boy friend is more intelligent.
 - b) Sure he is. He is at home.
 - c) Our teacher is Mr. Seen.
- 9. I have learnt this poem by heart.
 - a) Enjoy your meals.
 - b) Oh, very good. Could we listen to it?
 - c) No problems.
- 10. I have already had lunch.
 - a) Let's have lunch together.
 - b) I am sorry to hear that. What are you going to do now?
 - c) Have you? And I wanted to ask you to go to the restaurant together.
- 11. I haven't ridden a bicycle since my childhood.
 - a) Don't be afraid. You will remember how to do it.
 - b) You are very old.
 - c) That's great!
- 12. Have you ever read books by Tolstoy?
 - a) What is his surname?
 - b) I read "Anna Karenina" last year.
 - c) Yes, I often read English books.

Exercise 19.

What would you say in the following situations?

1. It's very cold. But you have only a light jacket on. (e.g. I haven't bought a warm coat yet.)
2. Your friend invites you to the cinema to see a good film. You refuse. Why?
3. You try to get to your flat through the window. Why? (e.g. I have lost my key.)
4. Your friend is having his birthday. You think he will like your present.
5. Your soup is very salty. You are sorry.
6. You are very happy to see your former class mate.

7. It is 11 o'clock. You are very hungry. Why?
8. You know the grammar rule very well. Why?
9. You don't have your English book in your bag. Where is it?
10. The teacher gives you a very good mark. Why?
11. You are late for classes. Why?
12. Your purse is empty. Why?
13. You are very tired. Why?
14. That girl is your best friend and you know her very well. Why?

Exercise 20.

What are the most unusual things your group-mates have done?

- Have you ever ...?
- Have you ever written a poem?
- Have you ever broken a window?
- Have you ever seen a ghost?
- Have you ever been abroad?
- Have you ever spoken to a foreigner?
- Have you ever found any money?
- Have you ever lost your key?
- Have you ever heard an opera?
- Have you ever swum in the sea?
- Have you ever read novels by Dickens?
- Have you ever conducted a lesson in German?
- Have you ever eaten avocado?
- Have you ever flown by plane?
- Have you ever played the guitar?

Who has done the most unusual thing? Who has got the first place? The second? The third?

Exercise 21.

Guess why one of your group-mates is surprised \ upset \ happy \ sad \ nervous.

Make up questions using the following verbs:

To buy, to go, to receive, to write, to fall ill, to fall in love, to hear, to lose, to break, to meet, to see, to take, to leave, to eat, to spoil.

If you are right, reply either “My congratulations!” or “I’m sorry to hear that”, “How awful!”,

“What a pity!” If you can’t guess you may ask “What’s happened to you?”

- You are surprised. – e.g. Has your friend done all the exercises correctly?
- You are upset. – e.g. Have you lost all the money?
- You are happy. – e.g. Have you fallen in love?
- You are sad. – e.g. Has your friend fallen ill?
- You are nervous. – e.g. Have you heard some bad news?

TOPIC 8 Perfect continuous tenses

Exercise 1.

Put the verbs into the correct form (present perfect progressive).

1. He (work) _____ in this company since 1985.
2. I (wait) _____ for you since two o'clock.
3. Mary (live) _____ in Germany since 1992.
4. Why is he so tired? He (play) _____ tennis for five hours.
5. How long (learn / you) _____ English?
6. We (look for) _____ the motorway for more than an hour.
7. I (live) _____ without electricity for two weeks.
8. The film (run / not) _____ for ten minutes yet, but there's a commercial break already.
9. How long (work / she) _____ in the garden?
10. She (not / be) _____ in the garden for more than an hour.

Exercise 2.

Fill in the words in brackets into the gaps. Use the Present Perfect or the Present Perfect Continuous Progressive. Mind the word order.

1. How long _____ Gerry? (*you/to know*)
2. You look dirty. What _____ all day? (*you/to do*)

3. How many times _____ New York? (*Charles/to visit*)
4. She _____ French words for hours, but she still doesn't remember all of them. (*to learn*)
5. The children _____ videos for two hours. (*to watch*)
6. _____ hard today? (*he/to study*)
7. My father _____ (*never/to smoke*)
8. Sorry, I'm late. _____ for long? (*you/to wait*)
9. We _____ Lisa recently. (*not/to see*)
10. He _____ his essay all day, but he _____ yet. (*to write*)
(*not/to finish*)

Exercise 3.

Read the situation and complete the sentences. Use the verbs in brackets.

1 Tom started reading a book two hours ago. He is still reading it and now he is on page 53.

- He has been reading for two hours. (read)
- He has read 53 pages so far. (read)

2 Sarah is from America. She is travelling round Far East at the moment. She began her trip three months ago.

She _____ for three months. (travel)

She _____ six countries so far. (visit)

3 Sam is a football player. He began playing football when he was ten years old. This year he won the national championship again – for the fourth time.

Patrick _____ the national championship four times.
(win)

Patrick _____ since he was ten. (play)

4 When they left college, Anna and June started making films together. They still make films.

They _____ films since they left college. (make)

They _____ five films since they left college.
(make)

Exercise 4.

For each situation, ask a question using the words in brackets. *Use the Present Perfect or the Present Perfect Continuous Progressive.*

1. You have a friend who is learning Arabic.

You ask: (how long / learn / Arabic?)

How long have you been learning Arabic?

2. You have just arrived to meet a friend. She is waiting for you.

You ask: (wait / long?) Have _____

3. You see somebody fishing by the river.

You ask: (catch / any fish?) _____

4. Some friends of yours are having a party next week.

You ask: (how many people / invite?) _____

5. A friend of yours is a teacher.

You ask: (how long / teach?) _____

6. You meet somebody who is a writer.

You ask: (how many books / write?) _____

(how long / write / books?) _____

7. A friend of yours is saving money to go on a world trip.

You ask: (how long / save?) _____

(how much money / save?) _____

Exercise 5.

Fill in the words in brackets into the gaps. Use the Present Perfect or the Present Perfect Continuous Progressive.

1. _____ (you / buy) your train ticket yet?

2. The kitchen is a complete mess! What _____ (the children / do)?

3. Julie _____ (learn) to drive for six years!

4. Amanda _____ (already / have) lunch, so she'll meet us later.

5. How much coffee _____ (she / drink) this morning?

6. Simon _____ (write) three books.

7. I _____ (do) everything I needed to do today! Hurray!

8. It _____ (not / rain) all summer, so the garden is dead.

9. I _____ (read) your book. Here it is, thank you.
10. She _____ (forget) how to get to my house.
11. I _____ (work) in the garden all day and I need a rest.
12. She _____ (make) three cakes. They look delicious!
13. David feels great these days. He _____ (get) up early lately.
14. We _____ (always / hate) rush hour traffic.
15. Recently, I _____ (study) a lot. My exams are in a few weeks.
16. We _____ (write) this book for months and months.
17. I _____ (always / love) chocolate.
18. I _____ (want) to go back to university for a long time.
19. What's that delicious smell? _____ (you / cook)?
20. I _____ (watch) seven films this week!

Exercise 6.

Match the two halves of the conversations.

1. A: You're covered in mud!	a. B: I've been decorating the kitchen.
2. A: your eyes are red. You look sad.	b. B: I've been baking a cake.
3. A: Your clothes are all wet!	c. B: I've been crying.
4. A: What are you laughing about?	d. B: I've been shopping at the sales.
5. A: Mmm! Something smells nice.	e. B: Joe's been telling me a funny story.
6. A: Those bags look heavy.	f. B: I've been drinking in the pub.
7. A: You're covered in paint!	g. B: I've been playing football.
8. A: You smell of alcohol!	h. B: It's been raining.

Exercise 7.

Read the sentences and circle the correct option.

1. He's waiting for Amy. He arrived 40 minutes ago.
 - a) He's been waiting for 40 minutes.
 - b) He waits for 40 minutes.

- c) He's waited for Amy for 40 minutes.
- 2. Sophie is planning to buy souvenirs. It's on her list of things to do.
 - a) Sophie's already bought souvenirs.
 - b) Sophie hasn't bought souvenirs already.
 - c) Sophie hasn't bought souvenirs yet.
- 3. Sophie wanted to visit the Burj Al Arab hotel. She went there two days ago.
 - a) Sophie hasn't been to the Burj Al Arab hotel yet.
 - b) Sophie has already been to the Burj Al Arab hotel.
 - c) Sophie has just been to the Burj Al Arab hotel.
- 4. I don't know what octopus tastes like!
 - a) I haven't been trying octopus.
 - b) I've already tried octopus.
 - c) I've never tried octopus.
- 5. Ollie took his cake out of the oven a moment ago.
 - a) Ollie has been making a cake.
 - b) Ollie has just made a cake.
 - c) Ollie hasn't made a cake yet.
- 6. He's learning how to make Japanese food. He started his course in April.
 - a) He's been learning how to cook Japanese food since April.
 - b) He's already learnt how to cook Japanese food.
 - c) He learnt how to cook Japanese food in April.
- 7. The first thing she did was go to a traditional restaurant.
 - a) She's already tried the local food.
 - b) She's never tried the local food.
 - c) She hasn't tried the local food yet.
- 8. We didn't have English class this morning. It's the last lesson, later today.
 - a) We haven't had English already.
 - b) We haven't had English yet.

TOPIC 9 Numerals

Exercise 1.

Choose the right answer.

1. Independence Day, commonly known as the _____, is a federal holiday in the United States.

- a) Fouth of July) b) Fours of July c) Fourth of July

2. Kate is having a party for her _____ birthday.

- a) twenty-second b) twenty-two c) twenty-twoth

3. I felt very bad during my _____ trip.

- a) five-hour b) fiveth-hour c) fivth-hour

4. Her sister is _____ years old. She is tall and she has long curly hair.

- a) twenty-seventh b) twenty-seven c) twentieth-seven

5. He retired on the _____, in the seventy-second year of his age.

a) twenty-fifth of May b) twenty-fiveth of May c) twentieth-five of May

6. When Mary was in her _____, she left her city.

- a) twenties b) twens c) twents

7. He was the _____ person arrested in this city last month.

- a) elevens b) eleventieth c) eleventh

8. America was discovered in _____. Probably by Columbus.

a) fourteen ninety-two b) fourteen ninety-second c) fourteen ninety-twos

9. Susan has been the _____ girl to win such an expensive award since 2000.

- a) fourteenth b) forteenth c) fourtenth

10. Ted was the _____ citizen born in this city.

- a) nine millioneth b) nine millions c) nine millionth

Exercise 2.

Write the correct answers:

1. What are 4 times 4?

2. What is the answer if you divide 100 by 10?

3. What is the answer if you add 10 to 10?

4. What remains if you subtract 10 from 50?
5. What are 8 times 8?
6. What do 7, 8 and 9 add up to?
7. What is the answer if you divide 20 by 2?

Exercise 3.

Read aloud the following:

a) sums

7,000,020,002; 64; 19; 999,000; 152; 1,000,000,000; 3.2 million;
23,380,000,000; 117; 334; $\frac{3}{4}$; $\frac{1}{2}$; $\frac{2}{3}$; 2.4; $1\frac{1}{2}$; 9.02; 0.06; $\frac{9}{10}$; 3.1416;

b) years

235; 1050; 1919; 2000; 2009; 2010; 1 BC; 1 AD; 1225;

c) telephone numbers

376 4775; 237-0980; (520) 447-9821; 525-5000; 1-800-555-1212.

Exercise 4.

Translate the following sentences into English.

1. Ця коробка важить дві треті кілограма. 2. Він вже написав три четверті свого нового роману. 3. Цент – одна сота частина долара. 4. Мілілітр – одна тисячна літра. 5. Мені довелося почекати півтори години. 6. Один метр дорівнює 3,28 фута. 7. Відстань між цими об'єктами складає 23,6 милі. 9. Скільки футів в одній милі? – В одній милі – 5280 футів. 10. Джон Кеннеді був 35-м президентом Сполучених Штатів Америки. 11. Сотий відвідувач отримав приз. 12. Ми відправили їм два листи, але вони не відповіли. Ми збираємось відправити їм третій лист сьогодні.

Exercise 5.

Read aloud the following dates.

14th March 2009; 13/04/10; 17 November 1965; 15.06.1908; 1st January, 1995.

Exercise 6.

Choose the correct variant.

1. 145 _____ live in the Russian Federation.
a) millions people b) millions of people c) million of people
2. _____ are starving in the world today.
a) Thousands people b) Thousands of people
3. You are _____ who asks me this stupid question.
a) fifth b) the fiveth c) the fifth d) five
4. Two _____ of my income I spend on my pet's food.
a) twelve b) twelfth c) twelves d) twelfths
5. Every _____ person in our company is not satisfied with his salary.
a) three b) the third c) third
6. Ok! See you on _____ of April.
a) the twentieth-seventh b) twenty-seven c) the twenty-seventh
7. It is _____ hit. I like such songs.
a) his the third b) his third c) the third his
8. _____ of the territory is covered with ice.
a) one thirds b) one third
9. This bouquet costs _____ dollars!
a) two hundreds b) two hundred c) two hundred of
10. Two thirds of my work _____ dedicated to the theory of the subject.
a) are b) is
11. Two _____ two is four.
a) on b) to c) by
12. I need _____ of your annual turnover.
a) three-nineths b) three-ninths c) three-nine
13. So, this will be two _____ five.
a) point b) comma
14. _____ can save the situation.
a) ten percent b) ten percents
15. A fortnight means _____ weeks.
a) two b) three c) four
16. _____ we need to think this problem over.
a) the first of all b) first of all

17. Have you ever experienced love _____ ?
 a) first sight b) at the first sight c) at first sight
18. The length of this avenue is 5 kilometers _____ four hundred _____
 fifty meters.
 a) and ... and b) and ... c) ... and
19. I wonder what the world will be at the end of _____ century?
 a) twenty one b) the twentieth-first c) the twenty-first
20. Personally, I prefer music of _____ .
 a) nineteen seventys b) the nineteen seventies c) the nineteen
 seventeens

TOPIC 10 Pronouns

Exercise 1.

Choose the best form of the personal pronoun to substitute the underlined phrase in the sentence.

1. The CEO always gives the assistant managers extra work.
 a) me b) them c) he d) we
2. He is dictating the letter to his secretary.
 a) her b) us c) I d) he
3. The clerks are working at their computers.
 a) it b) her c) him d) them
4. My boss is going to call Mr. Greed.
 a) him b) her c) he d) she
5. I don't know the answer.
 a) him b) she c) it d) he
6. Our marketing director asked me to open the window.
 a) he b) we c) him d) it
7. These reports are for Olga Manson.
 a) he b) she c) us d) her
8. Can you help my colleague and me, please?
 a) him b) us c) her d) I

Choose the best variant.

a) it b) it's c) its

a) His b) Him c) He

a) A mine friend b) Of my friend c) A friend of mine

a) her b) she c) hers

a) it b) them c) they

a) it b) him c) he

a) hers picture b) a her picture c) a picture of hers

_____.

9. On holiday I'm going to stay in _____ house.

10. I really love _____ here in Paris!

11. It is a very good project, but _____ is better.

12. Jack, Are you listening to _____.

13. Every cat washes _____ face after eating.

14. Hmmm! Nice photos! – Yeah! It's in Hawaii.

15. What are you doing? – It is none _____ business!

16. Our children will go to the concert. So will _____.

- a) their b) they c) theirs
17. Look at my new watch. Do you like _____ ?
- a) it b) them c) they
18. This is his “Jaguar”, and this “Harley Davidson” is also _____ .
- a) he b) him c) his
19. They seem to be good guys. What do you have against _____ ?
- a) they b) their c) them
20. Let’s send these flowers to _____. I’m sure, she will be pleased.
- a) shis b) her c) he

Exercise 3.

Fill in the blanks.

1. Are you fine today? – Well, no. _____ don’t feel good.
2. Is this _____ new car there? – Yes. I have just bought it.
3. Tom and Marry are lucky! Now _____ sell their products overseas.
4. Let _____ work together on our website.
5. My wife and I have plans for tonight. That’s why _____ can’t come to your party.
6. Don’t touch it! This is not your pencil. This is _____. I bought it yesterday.
7. I am happy to share that with you if _____ would like.
8. Do you know all these people? – Yes, _____ are our clients.

Exercise 4.

Fill in the correct reflexive pronouns.

1. I did not want to believe it and then I saw the UFO _____.
2. The girl looked at _____ in the mirror.
3. Freddy, you'll have to do your homework _____.
4. You don't need to help them. They can do it _____.
5. I introduced _____ to my new neighbour.
6. Boys, can you make your beds _____?
7. She made _____ a pullover.
8. What happens when a fighting fish sees _____ in the mirror?
9. The father decided to repair the car _____.
10. We can move the table _____.

Exercise 5.

Decide whether you have to use the reflexive pronoun, the reciprocal pronoun (each other) or nothing.

1. John hurt _____ when climbing the tree.
2. Peter and Sue helped _____ with the homework.
3. I feel _____ much better today.
4. Did she make _____ a cup of tea?
5. The wild monkey looked at _____ in the mirror.
6. Brigit and Billy smiled at _____.
7. We're meeting _____ at the station.
8. During the meeting, Jane and Mary were talking to _____.
9. I don't remember _____ where we spent our holiday last year.
10. We need to concentrate _____.

Exercise 6.

Translate the following sentences into English.

1. У поліції кажуть, що чоловік застрелився з рушниці. 2. Сама королева відвідала наше містечко в минулому році. 3. Ви добре проводите час? 4. Я сам створив цей веб-сайт. 5. Я змусив себе вивчити цей нудний звіт. 6. Я бачив саме місце аварії. 7. Вона прийшла зовсім одна. 8. Тертя завжди проявляється як сила, протилежна руху. 9. Це така річ, яку не можна зробити самому. 10. Ведіть себе як слід! 11. Ти поранився? 12. Ти повинен зробити це сам. 13. Історія повторюється. 14. Їй повинно бути соромно за себе.

Exercise 7.

Find the best interrogative pronoun to complete the sentences.

1. _____ car is parked outside? It's mine.
2. _____ is the man sitting next to you? It's our new accountant.
3. _____ is the station, please? It's next to church.
4. _____ often do you go jogging? Every week-end.
5. _____ time is it? It's 8 pm.
6. _____ are you running? Because I am late for the meeting.
7. _____ old is your boss? His 43.

8. _____ well can you speak German? Quite well, indeed.
9. _____ many managers were there at the seminar?
10. _____ is your plan?

Exercise 8.

Choose the right variant.

1. The man _____ we met on the street is my uncle.
 ● whose ● whom ● where
2. The cafe _____ she usually has breakfast is around the corner.
 ● whom ● whose ● where
3. The girl _____ wrote this poem is still in high school.
 ● whose ● who ● where
4. The girl _____ poem I read is still in high school.
 ● whose ● who ● where
5. The neighborhood _____ we live is safe.
 ● where ● whose ● who
6. The people _____ we saw yesterday are my neighbors.
 ● whose ● where ● whom
7. The boy _____ bike was stolen is crying.
 ● whose ● where ● whom
8. The people _____ live across the street are from Portugal.
 ● who ● whose ● where
9. The hotel _____ we stayed was very noisy.
 ● whom ● where ● whose
10. The man _____ wallet was stolen was very upset.
 ● whom ● where ● whose

Exercise 9.

*Put **who**, **which**, **that** or **whose** in each gap to make one sentence from the two sentences given.*

1. He is a famous architect. His designs won an international award last year. – He is a famous architect _____ designs won an international award last year.

2. He is the one. The award should be given to him. – He is the one _____ the award should be given to.
3. This is Mary. She is taking over my job when I leave. – This is Mary, _____ is taking over my job when I leave.
4. It's the invoice. You sent it to us last week. – It's the invoice _____ you sent us last week.
5. He is a consultant. I rely on his advice. – He is the consultant _____ advice I rely on.
6. The photocopier has a two-year guarantee. It cost \$2000. – The photocopier, _____ has a two-year guarantee, cost \$2000.
7. The people were stopped at the border. They were all from Eastern Europe. – The people _____ were stopped at the border were all from Eastern Europe.
8. They expect his decision soon. This decision should help us solve the problem. – They expect his decision soon, _____ should help us solve the problem.
9. The President of the company is visiting us next week. I really admire him. – The President of the company, _____ I really admire, is visiting us next week.

Exercise 10.

Complete the gaps with the best answer from the box.

<i>this / that / these / those</i>	<i>general things</i>	<i>physically near us</i>
<i>that / those</i>	<i>physically at a distance from us</i>	<i>On the phone</i>

1. We use _____ to explain what we are talking about.
2. We use 'this / these' for things which are _____.
3. We use 'that / those' for things which are _____.
4. We also use _____ for things which are distant from us in time.
5. We can use 'this / that' to refer to _____, e.g.: what somebody has said.
6. _____ we can say, 'This is Ollie' (if you are Ollie) or 'Is that Alfie?'

Exercise 11.

Fill in the gaps. Use this / that / these / those.

1. I'm really busy _____ morning. 2. _____ cake you made last week was delicious. 3. Let me introduce you. Sue, _____ is Tom. 4. I'm going to take back _____ shoes I bought last week. 5. Are you going to watch _____ DVD with us? 6. First you need to chop up _____ tomatoes over there. 7. Hello, _____ is Nick speaking. 8. Yes, _____'s right. I completely agree with you.

Exercise 12.

Translate the following sentences into English.

1. То був неймовірний досвід. 2. Я не вірю цьому. 3. То був дійсно хороший фільм. 4. Послухай це. 5. То були найкращі часи в моєму житті. 6. Це просто. 7. Про що йдеться в цій записці? 8. Це кращі туфлі, які я коли-небудь носив. 9. Це те, що я мав на увазі. 10. Я не вірю в те, що це відбувається. 11. Такий рід людський. 12. Жодного не залишилося.

Exercise 13.

*Fill in the blanks with **each other** or **one another**.*

1. We phone _____ regularly.
2. The triplets dislike _____.
3. We who disagree on politics and policy are not _____'s enemies.
4. Why did our ancestors eat _____?
5. The students in this group always help _____.
6. They know everything about _____.
7. The colours ran into _____.
8. The streets were so alike _____ – that one could easily lose his way.
9. Both visitors followed _____ into the conference room.
10. The two reports contradict _____.

Exercise 14.

Fill in the blanks with **another**, **(the) other(s)**, **each other**, **every other**.

1. Paul has _____ two years to go before he finishes his university course.
2. One of the most environmentally-friendly means of transport is the bicycle; _____ are the train and the tram.
3. Only two candidates passed the interview stage. All _____ failed.
4. Some couples are very dependent on _____ for companionship.
5. I don't have time read a newspaper every day, so I buy one _____ day.
6. Although they work together, they don't get along with _____.
7. I was the only one who liked the idea, _____ didn't endorse it.
8. Some people liked the film, _____ were shocked by it.

Exercise 15.

Fill in "each other" or an appropriate reflexive or emphatic pronoun.

1. Sam and his Internet friend wrote to _____ for two years before they actually met.
2. The children were playing be _____ in the garden when it started to rain.
3. Helen and Ted haven't spoken to _____ for days. What's wrong with them?
4. We blame _____ for leaving the office unlocked.
5. They bumped into _____ last week-end.
6. We can manage by _____, thank you very much.
7. They looked at _____ in the mirror and laughed.
8. We saw _____ on television last week.
9. Alex made these chairs _____.
10. We gave _____ presents for Christmas.
11. Don't worry about us. We are old enough to look after _____.
12. The kettle will switch _____ off when it has boiled.

Exercise 16.

Fill in the blanks with **few**, **a few**, and **fewer**, **little**, **a little** and **less**.

1. I waited for _____ minutes and then tried to call him again.
2. We have very _____ chance of reaching London before lunchtime; it's still another 100 miles away.
3. Unfortunately, he has _____ money to live on, as his salary is quite low.
4. Unfortunately, _____ of the companies which we sent offers to showed interest in our products.
5. There wouldn't be so many accidents if there was _____ traffic on the roads.
6. Last month was a good month for the company. We found _____ new customers and also increased our profit.
7. The taxi driver spoke _____ English. I couldn't understand him.
8. We have to speed up – there is very _____ time to finish the project. The deadline is next Friday.
9. There were _____ people than usual in the supermarket.
10. It will take me _____ time, but I'm sure everyone will learn how to use the new software eventually.
11. There were too many applicants for too _____ jobs.

Exercise 17.

*Choose the best answer **some**, **any** or **a** to complete the following. In some cases, when a word can be both countable and uncountable, more than one answer is possible.*

1. Does she have _____ children?
2. I've just brought these apples. Would you like _____?
3. I didn't receive _____ instructions about what we should do next.
4. There isn't _____ unemployment in the north of the country.
5. They need _____ time to discuss your offer again.
6. Could you give me _____ help, please?
7. Have you got _____ books on international trade law?
8. Did the change in the law make _____ difference to your company?
9. We saw _____ few differences in the quality of the products.
10. He's hoping to buy _____ property in the area.

11. Listen, I have _____ advice for you.
12. Look! There's _____ parking place over there.

Exercise 18.

Complete the following memo using the words from the box. You will need to use one word twice and one blank has two possible answers.

<i>little</i>	<i>few</i>	<i>much</i>	<i>too</i>	<i>a great deal of</i>	<i>a little</i>	<i>a few</i>
<i>many</i>	<i>enough</i>					

MEMO

From: LC
To: Malcolm Hughson
Date: May 9th
Subject: Sales and promotion

Sales figures to the year to date have been (1)_____ disappointing as (2)_____ distributors are willing to promote our products as (3)_____ as we would like. The commission is relatively low and therefore there is very (4) _____ incentive for them to ensure volume sales. This said, sales of some lines have done better in the run-up to Christmas.

We have recently done a survey of 1,500 customers. Unfortunately, very (5) _____ of those questioned (7%) said that our designs were attractive and (6) _____ people (over half of the respondents) felt they were (7) _____ old-fashioned. As a result I have commissioned a new design and spent (8) _____ time with the marketing department. I am sending you (9) _____ samples for you to comment on, and if you have (10)_____ time between now and the New Year, I'd be grateful for your comments.

Exercise 19.

Complete the sentences with a word or phrase from the box below.

<i>all (x2)</i>	<i>any</i>	<i>no</i>	<i>nobody</i>	<i>none</i>	<i>each (x2)</i>	<i>every (x2)</i>
<i>both</i>	<i>either (x2)</i>	<i>neither</i>				

1. We sent letters to sixty customers, but nobody replied!

2. I can't go. There are only two flights, and there _____ seats left on _____ of them.
3. I can't go. There are only two flights and _____ of them has any seats left.
4. _____ I want is a bit of peace and quiet to finish writing this report.
5. I have phoned _____ store in the Yellow Pages and they are _____ out of stock.
6. We have three models, _____ one has its own special features.
7. I was nervous at the start of my talk, but after that I enjoyed _____ minute.
8. I got three letters, but there were _____ for you, I'm afraid.
9. I got three letters, but there weren't _____ for you, I'm afraid.
10. The Trade Fair is important. We need _____ Sue and Mike on the stand.
11. Both roads lead to the city centre. You can take _____ one.
12. You've been six of the best trainees that we have ever had on this course. The best of luck to _____ of you in your future careers.

Multiword verbs

Exercise 1.

Make up the multiword verbs and use them in the sentences below.

1	2
take	
put	up
fill	off
try	forward
turn	on
look	for
give	in
grow	after
get	out
go	

E.g. She ... at 6 a.m. because her work starts early. She gets up at 6 a.m. because her work starts early.

1. Can I ____ these sandals, please?-she asked the shop assistant.
2. It's too cold outside. ____ a warm coat and a hat.
3. It's too hot inside. Can I ____ my jacket?
4. Mary is going to become a manager when she ____.
5. Don't forget to ____ the light when you leave the office.
6. Please ____ this registration form.
7. We're ____ to meeting your colleagues.
8. Ann is so tolerant and kind. She likes ____ children and old people.
9. ____! The tablet is going to fall!
10. Sorry. I can't ____ with you tonight. I am very busy.
11. He is ____ a job as a lawyer.
12. Bob smoked for 20 years but he ____ six months ago.
13. I'd like to watch the news. Could you ____ the TV, please?
14. This word is new for me. I have to ____ it ____ in my dictionary.
15. We must ____ our reports tomorrow morning.
16. Oh god! We have ____ at a wrong station.

Exercise 2.

Make up the multiword verbs with the verb to be and use them in the sentences below.

on	up	in	off	away	up to
----	----	----	-----	------	-------

H-p: Where is your brother? – He is ____ on holiday.

1. Can I speak to Helen, please? – Sorry, she isn't ____ at the moment.
2. Close the door. I am ____ to work.
3. It's your life and it's ____ you where to work.
4. What is ____ at the cinema tomorrow?
5. The dish smells awful. It is ____.
6. Look at the window: the light is ____.
7. What's ____? Why is Rachel shouting at the colleagues?

Exercise 3.

Put the prepositions in the right sentences below

on	up	down	out
----	----	------	-----

1. Hurry ____! We'll be late for the train.
2. Come ____! Wake ____! It's 10 o'clock already.
3. I've got a headache. Could you turn the music ____?
4. Your story isn't true. You have made it ____.
5. You shouldn't drop the litter here. Please, pick it ____.
6. I'll try to find ____ the answer.
7. You must sort ____ the problem with the electricity today.
8. Clear ____ the room when you have finished your work.
9. Tom works ____ at the gym with great pleasure.
10. Hang ____, I'll take my bag and money.
11. Go ____, I'm listening to you very carefully.
12. I do hope that you will come and help me tomorrow. Don't let me ____.
13. His parents died, so his aunt brought him ____.
14. Why are they going to knock ____ this building?

Exercise 4.

Fill in the sentences with the proper verbs.

Break down

Come off

Give oneself out (to be)

Look up

Put down to

Go in for

Take out

Get up

Get in

Come across

Go without

Look over

Make it up

Put away

Run up

1. Your car won't ____ if you service it regularly.
2. When do you usually ____ in the morning?
3. My boyfriend lied to me for 5 years. He ____ a wealthy businessman working actually as a postman .
4. Don't ____ the price! Nobody will buy our souvenirs in case we raise prices
5. What about becoming friends with each other? Let's ____ and forgive one another.
6. If you can't translate the word yourself, you should ____ in the dictionary.
7. I ____ my illness ____ unhealthy nutrition. What else can it be?
8. What did you ____ in the drawer? Was it something interesting and useful?
9. Do you ____ skiing or any other kind of sport? – No, I would rather do something interesting such as singing or dancing.
10. What should I do to ____ this spot? – You must buy the most expensive washing powder and do some washing.
11. Has your candidate ____? I was sure that he would become a new leader of our party.
12. Every time I want to open a door its door-handle ____.
13. Can you ____ music for more than 2 days? Don't you get bored without it?
14. I hope that he will ____ this advantageous offer until the end of the week.
15. His children wanted to ____ him ____ for life with the purpose of inheriting his property.

Exercise 5.

Translate the sentences and make up 2 more examples on each verb.

Verb	Meaning	Example
add up to something	equal	Your purchases add up to \$205.32.
back something up	reverse	You'll have to back up your car so that I can get out.
back someone up	support	My wife backed me up over my decision to quit my job.
break something down	divide into smaller parts	Our teacher broke the final project down into three separate parts.
break in	interrupt	The TV station broke in to report the news of the president's death.
call around	phone many different places/people	We called around but we weren't able to find the car part we needed.
call someone back	return a phone call	I called the company back but the offices were closed for the weekend.
call something off	cancel	Jason called the conference off because he wasn't ready.
call on someone	ask for an answer or opinion	The professor called on me for question 1.
call on someone	visit someone	We called on you last night but you weren't home.
call someone up	phone	Give me your phone number and I will call you up when we are in town.
calm down	relax after being angry	You are still mad. You need to calm down before you drive the car.

not care for <i>someone/something</i>	not like (formal)	I don't care for his behaviour.
catch up	get to the same point as someone else	You'll have to run faster than that if you want to catch up with Marty.
check in	arrive and register at a hotel or airport	We will get the hotel keys when we check in .
check out	leave a hotel	You have to check out of the hotel before 11:00 AM.
check <i>someone/something</i> out	look at carefully, investigate	The company checks out all new employees.
cheer up	become happier	She cheered up when she heard the good news.
cheer <i>someone</i> up	make happier	I brought you some flowers to cheer you up .
clean <i>something</i> up	tidy, clean	Please clean up your bedroom before you go outside.
come across <i>something</i>	find unexpectedly	I came across these old photos when I was tidying the office.
come apart	separate	The top and bottom come apart if you pull hard enough.
come forward	volunteer for a task or to give evidence	The woman came forward with her husband's finger prints.
come from somewhere	originate in	The art of origami comes from Asia.
count on <i>someone/something</i>	rely on	I am counting on you to make dinner while I am out.
cross <i>something</i> out	draw a line through	Please cross out your old address and write your new one.

cut back on something	consume less	My doctor wants me to cut back on sweets and fatty food.
cut something down	make something fall to the ground	We had to cut the old tree in our yard down after the storm.
cut in	pull in too closely in front of another vehicle	The bus driver got angry when that car cut in .
cut in	start operating (of an engine or electrical device)	The air conditioner cuts in when the temperature gets to 22°C.
cut something off	remove with something sharp	The doctors cut off his leg because it was severely injured.
cut something off	stop providing	The phone company cut off our phone because we didn't pay the bill.
cut something out	remove part of something (usually with scissors and paper)	I cut this ad out of the newspaper.
do away with something	discard	It's time to do away with all of these old tax records.
do something up	fasten, close	Do your coat up before you go outside. It's snowing!
dress up	wear nice clothing	It's a fancy restaurant so we have to dress up .
drop in/by/over	come without an appointment	I might drop in/by/over for tea sometime this week.
drop someone/something off	take someone/something somewhere and leave them/it there	I have to drop my sister off at work before I come over.

drop out	quit a class, school etc	I dropped out of Science because it was too difficult.
eat out	eat at a restaurant	I don't feel like cooking tonight. Let's eat out .
fall apart	break into pieces	My new dress fell apart in the washing machine.
fall down	fall to the ground	The picture that you hung up last night fell down this morning.
fall out	separate from an interior	The money must have fallen out of my pocket.
figure something out	understand, find the answer	I need to figure out how to fit the bookshelf in this room.
fill something in	to write information in blanks (Br.E.)	Please fill in the form with your name, address, and phone number.
fill something out	to write information in blanks (N.Amer.)	The form must be filled out in capital letters.
fill something up	fill to the top	I always fill the water jug up when it is empty.
find out	discover	We don't know where he lives. How can we find out ?
find something out	discover	We tried to keep the time of the meeting a secret, but Samantha found it out .
get across/over	<i>something</i> communicate, make understandable	I tried to get my point across/over to the judge but she wouldn't listen.
get along/on	like each other	I was surprised how well my new colleague and my boss got along/on .
get away	go on a vacation	We worked so hard this year that we had to get away for a week.

get away with something	do without being noticed or punished	Jason always gets away with cheating in his maths tests.
get back	return	We got back from our vacation last week.
get something back	receive something you had before	Liz finally got her Science notes back from my roommate.
get on something	step onto a vehicle	We're going to freeze out here if you don't let us get on the bus.
get over something	recover from an illness, loss, difficulty	I just got over the flu and now my colleague has it.
get over something	overcome a problem	The company will have to close if it can't get over the new regulations.
get up	get out of bed	I got up early today to study for my exam.
get up	stand	You should get up and give the elderly man your seat.
give something away	ruin a secret	My little sister gave the surprise party away by accident.
give something away	give something to someone for free	The library was giving away old books on Friday.
give something back	return a borrowed item	I have to give these documents back to Franz before the meeting.
give in	reluctantly stop fighting or arguing	My boyfriend didn't want to go to the ballet, but he finally gave in .
give something out	give to many people (usually at no cost)	They were giving out free perfume samples at the department store.

give something up	quit a habit	I am giving up smoking as of January 1st.
give up	stop trying	My maths homework was too difficult so I gave up .
go after something	try to achieve something	I went after my dream and now I am a published writer.
go ahead	start, proceed	Please go ahead and eat before the food gets cold.
go back	return to a place	I have to go back home and get my lunch.
go out	leave home to go on a social event	We're going out for dinner tonight.
go out with someone	date	Jesse has been going out with Luke since they met last winter.
go over something	review	Please go over your answers before you submit your test.
go over	visit someone nearby	I haven't seen Tina for a long time. I think I'll go over for an hour or two.
go without something	suffer lack or deprivation	When I was young, we went without winter boots.
grow up	become an adult	When Jack grows up he wants to be a fireman.
grow out of something	get too big for	Elizabeth needs a new pair of shoes because she has grown out of her old ones.
grow into something	grow big enough to fit	This bike is too big for him now, but he should grow into it by next year.
hand something in	submit	I have to hand in my essay by Friday.
hand something out	to distribute to a group of people	We will hand out the invitations at the door.

hang on	wait a short time (informal)	Hang on while I take a message.
hang up	end a phone call	He didn't say goodbye before he hung up .
hold on	wait a short time	Please hold on while I transfer you to the Sales Department.
hold someone/something up	rob	A man in a black mask held the bank up this morning.
keep something up	continue at the same rate	If you keep those results up you will get into a great college.
let someone down	fail to support or help, disappoint	I need you to be on time. Don't let me down this time.
log in (or on)	sign in (to a website, database etc)	I can't log in to Facebook because I've forgotten my password.
log out (or off)	sign out (of a website, database etc)	If you don't log off somebody could get into your account.
look forward to something	be excited about the future	I'm looking forward to the Christmas break.
look into something	investigate	We are going to look into the price of snowboards today.
look something over	check, examine	Can you look over my essay for spelling mistakes?
look something up	search and find information in a reference book or database	We can look her phone number up on the Internet.
pass something out	give the same thing to many people	The professor passed the textbooks out before class.
pass something up	decline (usually something good)	I passed up the job because I am afraid of change.

pay someone back	return owed money	Thanks for buying my ticket. I'll pay you back on Friday.
put something down	put what you are holding on a surface or floor	You can put the groceries down on the counter.
run into someone/something	meet unexpectedly	I ran into an old school-friend at the mall.
run over/through something	rehearse, review	Let's run over/through these lines one more time before the show.
send something back	return (usually by mail)	My letter got sent back to me because I used the wrong stamp.
set something up	arrange, organize	Our boss set a meeting up with the president of the company.
set someone up	trick, trap	The police set up the car thief by using a hidden camera.
shop around	compare prices	I want to shop around a little before I decide on these boots.
show off	act extra special for people watching (usually boastfully)	He always shows off on his skateboard
sleep over	stay somewhere for the night (informal)	You should sleep over tonight if the weather is too bad to drive home.
sort something out	organize, resolve a problem	We need to sort the bills out before the first of the month.
stick to something	continue doing something, limit yourself to one particular thing	You will lose weight if you stick to the diet.
switch something off	stop the energy flow, turn off	The light's too bright. Could you switch it off .

switch something on	start the energy flow, turn on	We heard the news as soon as we switched on the car radio.
take something back	return an item	I have to take our new TV back because it doesn't work.
take off	start to fly	My plane takes off in five minutes.
think something over	consider	I'll have to think this job offer over before I make my final decision.
turn something down	refuse	I turned the job down because I don't want to move.
turn something off	stop the energy flow, switch off	Your mother wants you to turn the TV off and come for dinner.
turn something on	start the energy, switch on	It's too dark in here. Let's turn some lights on .
try something on	sample clothing	I'm going to try these jeans on , but I don't think they will fit.
try something out	test	I am going to try this new brand of detergent out .
use something up	finish the supply	The kids used all of the toothpaste up so we need to buy some more.
wake up	stop sleeping	We have to wake up early for work on Monday.
work out	be successful	Our plan worked out fine.
work something out	make a calculation	We have to work out the total cost before we buy the house.

Phrasal verbs

a) Fill in the blank with the correct response:

1. We have to _____ out a better way to communicate with our customers.

figure

come

give

2. We need to _____ these reports before 3:00 PM.

go through

get around

give off

3. We need to _____ an interview for Friday.

set up

take off

save up

4. The meeting has been _____ off .

made

talked

called

5. The president has called _____ sweeping changes in the way we do business.

up

for

around

6. I knew they'd _____ to our way of thinking.

get up

come around

feel out

7. They _____ a brilliant marketing strategy.

turned around

brought in

drew up

8. Let me _____ by saying how proud I am of your contribution to this company.

lead off

write off

start on

9. I want Mary to _____ the new Latin American unit.

head up

factor in

lead off

10. In the weeks _____ up to the meeting, we'll all have to work very hard.

bringing

leading

taking

b) Complete each of the following sentences with the correct phrasal verb:

shoot up track down put together wrap up keep up with
come into turns out set out broke down sign up for

1. The privatization talks _____ yesterday.

2. He was hoping to _____ a new proposal.

3. They are hoping to _____ the meeting at 7:00 PM.

4. Employees are not required to _____ for the program.

5. It _____ that he wasn't being honest with the other partners.

6. They tried to _____ the person responsible for embezzling funds.

7. They _____ to acquire the other company.

8. They went bankrupt because they couldn't _____ with their competitors.

9. Analysts predict sales will _____ by 50% during this quarter.

10. The new regulations _____ effect next week.

WRITING

1. Write an essay of 220-280 words on the following subject:

Television channels are becoming more and more specialized. There are channels catering for a wide range of different viewers. This is changing the role television plays in our lives.

Include the following points:

- the background to this change (what made it possible?)
- the role TV played twenty years ago
- the role of TV today
- your personal views on the subject.

Choose a suitable title for your essay.

2. Write an essay of 250-280 words for or against the following statement:

Working hours are getting longer and the work pressure is getting more intense these days. There are various reasons that have caused the situation and there are some things that employers can do to help their staffs.

3. Write an email for the following situation.

A customer wrote you email where asked you about ability to order and pay online in your shop. You haven't this service, but you create another new service. Answer him.

4. Find the mistakes in the e-mails and specify their correction symbols. Continue the letters.

LETTER 1

To: Jeff Hutch

From:

Date: 21st May

Subject: Training Course

Hi Jeff!

I'm going to attend a training course on selling techniques for free day, so I'm not going to be in office. I'll be back on Mondays 29th March. Remind that tomorrow a temp is start Marilyn will show her what to do...

LETTER 2

To: Sarah Doyle

From:

Date:4 May

Subject: Stationery Order

Jack call you from ABC Office supplies. Too of the item you ordered are not on stock. Can you today call him back...

WRITING

1. You're a human resource manager and are discussing ways of improving the staff's health and fitness with your colleague. Make up a dialogue.

2. You're Head of the Innovation department and are discussing with your colleague great business ideas that come up on your mind. Make up a list of pros and cons of your ideas.

3. You're head of the Innovation Department and are discussing with your colleague what makes your business idea a really great idea. Make up a dialogue.

4. You are a financial analyst for a consulting firm. You are going to give a report at the Head office. Speak about what your company has done for the last year.

5. You are a manager of a fast food cafe. You are going to give a speech at launching your subsidiary in some other city. Dwell upon advantages and disadvantages of such a café.

6. You are an accountant for a pharmaceutical firm. You are going to speak about what your company is planning for the next year.

7. You are a manager consultant for a programming firm. You are going to speak about what your job concerns .

VOCABULARY

1. For questions 1 - 15, read the text below and decide which word A, B, C or D best fits each space. There's an example at the beginning (0).

The concept of stress has been around for a long time, but recently people have been (0) _____ about it, and suffering (1) _____ it, more and more. Although it is often (2) _____ as a psychological problem, this disorder (3) _____ people's working lives as (4) _____ as physical illness does. The first (5) _____ is tiredness, followed by the (6) _____ to sleep, problems with concentration and loss of (7) _____. None of these symptoms surprise Dr Merrito, a psychiatrist working in Rome, who comments, "With (8) _____ phones, faxes and home computers, people simply never stop. Life is now a thousand (9) _____ more intense than it was 100 years ago. The human (10) _____ can't adapt that quickly." One of the problems in dealing with stress is that sufferers don't discuss it for (11) _____ of seeming a failure. This can lead to the use of anti-depressants and other drugs. This type of (12) _____ is not the best remedy. As an (13) _____ way of reducing stress, companies all over Europe are introducing workshops, group therapy and relaxation (14) _____ for their employees. The first step is to (15) _____ the problem, the second is to talk about it and the last is to rebalance your life by learning to relax.

- | | | | | |
|----|------------------|---------------|---------------|---------------|
| 0 | a) discussing | b) talking | c) saying | d) telling |
| 1 | a) by | b) with | c) of | d) from |
| 2 | a) explained | b) believed | c) seen | d) given |
| 3 | a) interests | b) effects | c) involves | d) affects |
| 4 | a) much | b) far | c) long | d) well |
| 5 | a) symbol | b) sign | c) sight | d) signal |
| 6 | a) impossibility | b) difficulty | c) disability | d) inability |
| 7 | a) hunger | b) taste | c) appetite | d) starvation |
| 8 | a) mobile | b) moveable | c) moving | d) travelling |
| 9 | a) times | b) ways | c) types | d) kinds |
| 10 | a) structure | b) body | c) frame | d) skeleton |
| 11 | a) anxiety | b) alarm | c) fear | d) worry |
| 12 | a) healing | b) management | c) cure | d) treatment |

- | | | | | |
|----|----------------|--------------|-------------|--------------|
| 13 | a) alternative | b) opposite | c) other | d) alternate |
| 14 | a) meetings | b) terms | c) sessions | d) semesters |
| 15 | a) meet | b) recognise | c) notice | d) know |

2. Match the words connected with advertising and marketing with their meanings.

sponsorship commercial (n) promote misleading slogan
endorse logo

- b) an advert on TV or radio
- c) financial support a company gives in order to get publicity for themselves
- d) a short phrase that is easy to remember
- e) to say publicly that you support or approve of something
- f) giving the wrong idea or impression
- g) special design/symbol that a company puts on all its products or adverts
- h) to try to sell a product, e.g. by special advertising

3. Explain the meaning of the words.

directories	persuade	promote	cinema
run	mailshots	place	free samples
commercials	public transport	launch	leaflets
exhibition	billboards/hoardings	word-of-mouth	radio
point-of-sale	posters	research	sponsor
target	endorsement	slogans	television
press	jingles	sponsorship	publicized

4. a) Complete sentences 1-8 with endings a-h below.

1. Who designed ... ____
2. What's the best known ... ____
3. They are trying to launch it by ... ____
4. It doesn't only appeal to kids ... ____
5. If we want to penetrate the US, ... ____

6. The words of this slogan are ... __
7. Unless we extend our product range, ... __
8. Rich retired people is the segment ... __

- a _____ but older people like it too.
- b _____ that we should target!
- c _____ brand of soft drink in the world?
- d _____ we won't attract more customers.
- e _____ projecting a sophisticated image.
- f _____ your company logo?
- g _____ we'll have to modify our strategy.
- h _____ easy to remember.

b) Which of the words or expressions means?

- 1) to be attractive to someone? _____
- 2) the symbol or group of letters used to identify company's products?

-
- 3) the general idea or impression that consumer have of a product?

-
- 4) a phrase or sentence customers will associate with a product? _____
 - 5) a future long-term plan of action? _____
 - 6) to enter a market and obtain a share of it? _____
 - 7) a make of product that we can easily identify by its name or design?

-
- 8) to introduce a new product to the market with advertising? _____
 - 9) a part of the market? _____
 - 10) a series of items which give customers a choice? _____
 - 11) to aim at an objective? _____

5. Five people from different companies are attending a P&C workshop on public speaking. Match their job titles (1 – 5) with their responsibilities (A – E). Write the correct letter A – E for each job.

Job titles

1. chief financial officer
2. management consultant
3. personal assistant
4. quality manager
5. sales representative

Responsibilities

- a) visits customers, leaves samples and supports the customer service department.
- b) is responsible for testing new products and deals with customers' complaints.
- c) interviews clients and gives them advice.
- d) is responsible for the company's accounts, and controls money coming in and going out.
- e) organizes meetings and deals with correspondence.

6. Work in pairs to fill in the gaps with the words *job* or *work*. Which word is both a verb and a noun? Which word is only a noun?

1. It's an unusual _____ for a man.
2. 'What's your _____?' 'I'm an electronics engineer.'
3. We _____ with several European companies.
4. Many students have a part-time _____ to earn extra money.
5. My brother starts his first _____ on Monday. He's very nervous about it.
6. Where do you _____ these days?
7. She always does a great _____ when she organizes events.
8. It's my _____ to welcome visitors and show them around.
9. I like my new _____. The _____ is varied and interesting.
10. 'Hi, Steve. Are you still at _____?' 'Yes, I'm still in the office.'

7. Match these ways of working 1 - 8 to definitions A - 1. Do you work in any of these ways?

- | | |
|------------------|---|
| 1. teleworking | a) You work during different parts of the day (e.g. nights). |
| 2. job-sharing | b) You work for different companies for a short time without a permanent contract. |
| 3. shift work | c) You work a number of hours per week or month but you decide when you start or finish. |
| 4. part-time | d) You don't have a permanent place or office to work from, but you find a place to work when you arrive. |
| 5. temping | e) You work for a company from home via email, phone or The Internet. |
| 6. consultancies | f) You only work for some of the week (not full-time). |
| 7. flextime | g) You do your job for part of the week and another person does it for the other |
| 8. hot-desking | h) You aren't employed by a company, but are paid to give advice. |

8. Underline the best word to complete each sentence.

1. At the moment people usually *retire/ resign* at 60.
2. I *joined / applied* for the company when I was 31 and have worked there ever since.
3. What's the best way to *pay / reward* our employees for good work?
4. About 300 staff were *laid off/ dismissed* when the company lost the contract to supply Toyota.
5. We have *educated / trained* our staff in the use of laser equipment.
6. I'm going to *leave / change* the company at the end of the month.
7. P and G Consultant *recruits / employs* from the top business schools.
8. Companies need to offer parents of young children more *flexible / overtime* hours.
9. They used only to offer permanent posts, but now most new contracts are *temporary / part-time* ones.
10. I have one *day off/ holiday* a week to attend a course at college.

9. Make nouns from the following verbs.

Verb	Noun	Verb	Noun
1 employ		6 recruit	
2 promote		7 apply	
3 retire		8 dismiss	
4 resign		9 pay	
5 train		10 reward	

10. Match the definitions with the words.

- | | |
|---|--|
| 1) Working with money. | a) money |
| 2) Development of advertising. | b) finance |
| 3) Personnel management. | c) holding |
| 4) The product of labor, produced | d) product for sale |
| 5) The process of raising the General | e) marketing level of prices in the country. |
| 6) Public means of payment . | f) bonds |
| 7) Credit securities. | g) price |
| 8) The monetary expression of value and the cost of labour. | h) salary |
| 9) The kind of joint stock company. | i) management |
| 10) The monetary value of the cost | j) inflation of goods. |

11. Read the information about a Swiss watch manufacturer and fill in the gaps with the words from the box

<i>employs,</i>	<i>French,</i>	<i>designs,</i>	<i>retire,</i>	<i>daily,</i>	<i>comes out,</i>
<i>companies,</i>	<i>manufacturer,</i>	<i>produce,</i>	<i>profits,</i>	<i>costs</i>	

Nicolas Hayek is the founder and President of SMH. SMH is a Swiss watch 1) _____ with its head office in Zurich, Switzerland, and a large, modern factory in Granges, France. It 2) _____ 14,000 people. There are twelve 3) _____ in the group, including Tissot, Omega, and Swatch.

The company's most famous product is the Swatch watch. The Swatch has a quartz mechanism but only fifty one parts. A new collection 4) _____

twice a year with forty new 5) _____. SMH sells ten million Swatch watches a year.

The factory in Granges is open twenty-four hours a day, with a 6) _____ production of 35,000 watches. Created in 1983, the company makes large 7) _____ every year, but a Swatch watch still only 8) _____ £ 25, the same price as in 1983.

Nicolas Hayek is now sixty-five, but he has no plans to 9) _____. One day he hopes to 10) _____ the Swatch car, a revolutionary automobile for the century.

But it's not 'all work to play' for Mr Hayek. In his free time he plays a lot of tennis, sometimes with his friend Jean-Paul Belmondo, the 11) _____ actor.

12. Choose the true test response

1) Securities issued by joint-stock companies without deadline?

- a) money b) shares; c) bill

2) Extensive in its range of activities in the sphere of the market of goods, services?

- a) marketing; b) management c) finance

3) Any product production and economic activity in material form?

- a) limit b) garant c) product

4) Public relations arising between subjects of economic relations over the cost of the move?

- a) credit b) debt c) deposit

5) Provide their temporarily free funds at the disposal of the borrower for a certain period?

- a) the lender b) seller c) entrepreneur

6) The positive difference between total revenues?

- a) investment b) profit c) costs

7) The cost used to obtain surplus value through the exploitation of wage workers?

- a) taxes b) costs c) capital

8) A mandatory, individually gratuitous payment?

- a) Dachshund b) tax c) credit

9) Production management?

- a) management b) marketing c) audit

10) Economic activity, as well as the totality of relations in the system of production, distribution, exchange and consumption?

- a) economy; b) policy c) demand

13. Match the words to find antonyms.

- | | |
|----------------|-----------------|
| 1) demand | a) loss |
| 2) inflation | b) the answer |
| 3) buyer | c) laze |
| 4) purchase | d) the rise |
| 5) export |) seller |
| 6) profit | f) deflation |
| 7) cheap | g) selling |
| 8) the decline | h) import |
| 9) work | i) the borrower |
| 10) the lender | j) dear |

14. Read the text and do the task after it.

Inflation

In economics, inflation is a sustained increase in the general price level of goods and services in an economy over a period of time. When the price level rises, each unit of currency buys fewer goods and services. Consequently, inflation reflects a reduction in the purchasing power per unit of money – a loss of real value in the medium of exchange and unit of account within the economy. A chief measure of price inflation is the inflation rate, the annualized percentage change in a general price index, usually the consumer price index, over time. The opposite of inflation is deflation.

Inflation affects economies in various positive and negative ways. The negative effects of inflation include an increase in the opportunity cost of holding money, uncertainty over future inflation which may discourage investment and savings, and if inflation were rapid enough, shortages of goods as consumers begin hoarding out of concern that prices will increase in the future. Positive effects include reducing the real burden of public and private debt, keeping nominal interest rates above zero so that central banks can adjust

interest rates to stabilize the economy, and reducing unemployment due to nominal wage rigidity.

Economists generally believe that high rates of inflation and hyperinflation are caused by an excessive growth of the money supply. However, money supply growth does not necessarily cause inflation. Some economists maintain that under the conditions of a liquidity trap, large monetary injections are like "pushing on a string". Views on which factors determine low to moderate rates of inflation are more varied. Low or moderate inflation may be attributed to fluctuations in real demand for goods and services, or changes in available supplies such as during scarcities. However, the consensus view is that a long sustained period of inflation is caused by money supply growing faster than the rate of economic growth.

Today, most economists favor a low and steady rate of inflation. Low (as opposed to zero or negative) inflation reduces the severity of economic recessions by enabling the labor market to adjust more quickly in a downturn, and reduces the risk that a liquidity trap prevents monetary policy from stabilizing the economy. The task of keeping the rate of inflation low and stable is usually given to monetary authorities. Generally, these monetary authorities are the central banks that control monetary policy through the setting of interest rates, through open market operations, and through the setting of banking reserve requirements.

Fill in the sentences with the vocabulary from the text

- 1) Inflation is a sustained _____ in the General level of prices for _____ and _____ .
- 2) When the price level ____, each unit of ____ buys more goods and services.
- 3) The main _____ of inflation is the _____ of inflation
- 4) Inflation affects the economy in various _____ and _____ aspects.
- 5) Negative effects include a reduction in the real burden of ____ and ____ debt.
- 6) The growth in the money supply necessarily _____ inflation.
- 7) Low or moderate inflation may be attributed to _____ in real demand for goods and services.
- 8) Long sustained period of inflation is caused by money supply growing faster than the rate of _____ growth.

- 9) Today most economists prefer a high and stable _____ of inflation.
- 10) The monetary authorities control the _____ policy through the setting of interest rates through _____ in the open market.

VOCABULARY

MARKETING

Marketing is an activity that includes different kinds of business dealings connected with the movement of goods and services from producer to 1) _____. It surrounds our everyday life.

Marketing is a very 2) _____ process. It includes such 3) _____ as product planning, storage, buying, pricing, promotion, selling, traffic, distribution of ideas and research.

According to Peter Drucker: "Marketing is the performance of business activities that direct the flow of goods and services from 4) _____ to consumer."

The aim of marketing is to know and understand the customers so well that the product or 5) _____ fits him and sells itself.

The ability to know some new 6) _____ and demands of customers, to recognize new trends and developments is very important in marketing. Those who 7) _____ must know what goods and services, where, for what prices, why, for what purpose their customers would like to buy.

8) _____ research in this respect helps producers very much.

The ABC of marketing is the so-called Marketing 9) _____. It includes the Four Ps: product, 10) _____ place and promotion.

- | | | | |
|----|--------------|---------------|---------------|
| 1) | a) consumer | b) customer | c) dealer |
| 2) | a) difficult | b) complex | c) important |
| 3) | a) problems | b) processes | c) activities |
| 4) | a) manager | b) producer | c) president |
| 5) | a) product | b) goods | c) service |
| 6) | a) warns | b) wishes | c) hopes |
| 7) | a) help | b) produce | c) promote |
| 8) | a) Managing | b) Production | c) Marketing |
| 9) | a) Fix | b) Twix | c) Mix |

- 10) a) sell b) price c) construction

Exercise 2.

Fill in the blanks with appropriate words:

predict, influence, promote, marketing, distribution, market research, product planning, consumer, trends, a market, standard of living, technologies, promotion, productivity, firms capacity, employers, goods and services.

1. One of the aims of market research is to indicate new _____ among people. 2. Advertising must _____ the consumer and make him buy the goods produced. 3. Marketing is often called _____. 4. In order to sell a new product a producer has to consider how to _____ it. 5. The goods of this company are not sold very well, they must think about _____. 6. Sometimes it is difficult to influence a _____ through advertising. 7. If you want to produce something new you should start with _____. 8. A producer wants to _____ the new trends and then tries to influence them. 9. _____ includes product development and pricing among other things. 10. _____ is a measure of how efficiency we work. 11. New _____ can be used by business to improve productivity. 12. A nation's _____ is measured by the amount of goods and services available to its citizens. 13. _____ is a key part of marketing because it is the way business _____ get their messages to consumers. 14. Societies obtain _____ either by producing them themselves or by trading what they produce. 15. _____ is where buyers and sellers come together. 16. _____ is the maximum number of units it can produce. 17. _____ are able to employ the optimum number of workers and productivity increases.

Exercise 3.

Match the word with the statement:

1. Dealing
2. Exchange
3. Shares
4. Stockholders
5. Goods
6. Common stock

7. Preferred stock

___ The basic stock of a corporation; usually carries voting rights for controlling the corporation.

___ Stock that gives its owners a priority status over common stockholders in one or more ways such as the payment of dividends or the distribution of assets on liquidation.

___ The owners of a corporation.

___ Products that a company acquires for the purpose of reselling them to customers.

___ Equity of corporation divided into units.

___ The business of buying and selling on stock exchanges.

___ An organized meeting of people in an appointed place to buy and sell.

Exercise 4.

Choose the best alternative to complete the sentence

1. It's up to the accountant to _____ the various financial statements (interpret, intercept, invent, translate). 2. The bookkeeper keeps a record of every financial _____ (action, transaction, entry, transcription). 3. It's essential to _____ the invoice number in any correspondence (estimate, quote, say, tell). 4. The _____ of the invoice goes to the customer, another copy goes to Sales, and we keep the other one here in Accounts (photocopy, issue, top copy, account). 5. We send a _____ to customers who haven't settled their accounts, (reminder, remainder, remembrance, memory). 6. This company has a weekly _____ of about \$1,000,000 (pay, payroll, salary, wage). 7. Buying that new machinery has seriously _____ our reserves (depreciated, depleted, depressed, deprived). 8. By examining the balance _____ and other documents we were able to find out that the company was not doing as well as they claimed (slip, ledger, account, sheet).

Exercise 5.

Match the word on the left with the statement on the right:

1. Listed company _____ A term used to describe membership on an exchange.

2. A broker _____ Fee paid to a broker for executing a trade.

3. Market price _____ A company whose securities are traded on an organized exchange.

4. Asked quotation _____ An employee of a stock exchange who accepts buy and sell orders from customers.

5. Commission _____ Last reported price at which a security was sold on an exchange.

6. Seat _____ Price at which a security is offered for sale on an exchange.

Exercise 6.

Combine phrases from Box A with words from Box B to make word partnerships

Box A:

Regional • law • goods • human • profit • consumer • productive • tax • price • output

Box B:

Demand • income • rate • volumes • substitutes • economy • product • needs • forces • firm

Exercise 7.

Circle the odd word/phrase out in each group.

- a) Microeconomics / macroeconomics / marketing;
- b) Goods complement / neutral goods / goods substitutes;
- c) Demand curve / utility / indifference curve;
- d) Normal goods / neutral goods / independent goods;
- e) External costs / internal costs / costs of the firm;
- f) Keynesianism / classical school / Gossen`s school;
- g) Means of labor / labor service / subject of labor;
- h) Resource market / product market / job market;
- i) Perfect oligopoly / oligopoly / monopoly;
- j) Real GDP / added GDP / nominal GDP.

Exercise 8.

Match the words (1-10) to their definitions (a-j)

1	Microeconomics	a	A firm is a business organization, such as a corporation, limited liability company or partnership, that sells goods or services to make a profit.
2	Macroeconomics	b	is a measure of a variable's sensitivity to a change in another variable.
3	Firm	c	is the amount of something that firms, consumers, laborers, providers of financial assets, or other economic agents are willing to provide to the marketplace.
4	Demand	d	is the consumption and savings opportunity gained by an entity within a specified timeframe, which is generally expressed in monetary terms.
5	Supply	e	is a branch of economics dealing with the performance, structure, behavior, and decision-making of an economy as a whole.
6	Profit	f	is a financial charge or other levy imposed upon a taxpayer (an individual or legal entity) by a state or the functional equivalent of a state to fund various public expenditures.
7	Income	g	is a measure of preferences over some set of goods (including services: something that satisfies human wants); it represents satisfaction experienced by the consumer of a good.
8	Utility	h	is a branch of economics that studies the behavior of individuals and firms in making decisions regarding the allocation of scarce resources and the interactions among these individuals and firms.
9	Elasticity	i	is a component of (implicit) costs and not a component of business profit at all.
10	Tax	j	is the quantity of a commodity or a service that people are willing or able to buy at a certain price.

Exercise 9.

Complete each sentence with an appropriate word from ex. 3.

1. In each check we can see the value-added _____.
2. _____ of enterprise is the difference between income and costs.
3. Budget line shows the _____ of the consumer.
4. The higher the price, the lower the _____ value.
5. The higher the price, the higher the _____.
6. Behavior of economic actors at the state level is studying _____.
7. The marginal _____ is reduced from each eaten candy.
8. The _____ requires a manager.
9. Central subjects of _____ are consumer and firm.
10. Price _____ is a measure of the reaction of the magnitude of demand for a change in price.

Exercise 10.

Complete the sentences below with the words in the box.

Mechanism • free • idea • level • development • costs • Scottish • economic
• focus • government

CLASSICAL SCHOOL

The Classical school, which is regarded as the first school of _____(1) thought, is associated with the 18th Century _____(2) economist Adam Smith, and those British economists that followed, such as Robert Malthus and David Ricardo. The main _____(3) of the Classical school was that markets work best when they are left alone, and that there is nothing but the smallest role for _____(4). The approach is firmly one of laissez-faire and a strong belief in the efficiency of _____(5) markets to generate economic _____(6). Markets should be left to work because the price _____(7) acts as a powerful 'invisible hand' to allocate resources to where they are best employed. In terms of explaining value, the _____(8) of classical thinking was that it was determined mainly by scarcity and _____(9) of production. In terms of the macro-economy, the Classical economists assumed that the economy would always return to the full-employment _____(10) of real output through an automatic self-

adjustment mechanism. It is widely recognised that the Classical period lasted until 1870.

Exercise 1.

Insert in the blanks the appropriate words from the block:

inflation toxic loans financial speculations
bailed out crunch subprime regulate meltdown

1. Banks have been _____ by the government to avoid collapse.
2. Banks usually provide mortgage _____ under certain requirements.
3. Due to the _____, prices of goods and services went up.
4. Some governments try to _____ the market to avoid any manipulation or fraud.
5. Banks which owned _____ assets went bankrupt.
6. Some economists think that _____ can be detrimental to economies.
7. Despite the credit _____, we managed to get a mortgage loan.
8. Most European countries experienced an economic _____ due to an increase in public debts.
9. The US government has decided to fund a _____ bailout of the banking industry.
10. Because of our low credit rating, we qualified for only a _____ mortgage.

Exercise 2.

Choose the right words:

- a) accountant
- b) skilled worker
- c) sales department
- d) union representative
- e) unskilled worker
- f) safety officer
- g) research officer
- h) personel officer

- i) finance department
- j) chief executive officer
- k) research worker

1. The _____ is the division of a business that is responsible for selling products or services.
2. An _____ works in a _____ to organize the financial and accounting affairs of a company .
3. Generally speaking, a _____ investigates and produces new products.
4. A _____ makes sure that the workers are doing their job properly.
5. A _____ looks after the staff's interests.
6. A _____ makes sure that machine etc are not dangerous to use.
7. An _____ does a job that needs no training. However, a _____ is trained to do specific tasks.
8. A _____ takes care of administration of new and existing personnel.
9. The Managing Director, the most important person in a company. The _____ makes big decisions.
10. A person who investigates and produces new products. _____ work for Research and Development department

Exercise 3.

Choose the correct words from the box to complete the definitions

leader	bonus	share	securities	segment
follower	insurance	research	payee	tax

- 1) A company's market _____ is the percentage of sales it has in a particular market.
- 2) Market _____ involves obtaining information about what consumers want or need.
- 3) A market _____ is a group of customers of similar age, income level and social class.
- 4) The market _____ is the best-selling product or brand in a market.
- 5) The market _____ is the second best-selling product or brand.
- 6) _____ is an extra sum given as a premium to an employee.

7) _____ are certificates of ownership of stock, bonds, or other financial assets.

8) An agreement in which you pay a company money and they pay your costs if you have an accident, injury is an _____.

9) _____ is a person who money is paid to or should be paid to.

10) Money paid to the government, which is based on your income or of the cost of goods or services you have bought is _____.

Exercise 4.

Cross out the term that is unnecessary:

- 1) economic meltdown, mortgage, skillet.
- 2) recession, elections, securitization.
- 3) cash, blower, expense.
- 4) hollow, insurance, interest.
- 5) payee, tax, whisk.
- 6) overdraft, chandelier, withdraw.
- 7) commission, contribution, teapot.
- 8) market, income, towel.
- 9) profit, screw, cost.
- 10) complaint, target, wholesaler.

Exercise 5.

Make prefix and verb combination to complete the sentences (where appropriate)

De	develop
Down	grade
Re	launch
Up	centralize
	locate
	train
	size

- 1) Our company is about to relocate its head office to Malta

- 2) If our company says it is going to _____, I think that means we are out of a job.
- 3) Lots of companies say they would like to _____ responsibility and authority.
- 4) Sales will increase if we _____ the product under a different name.
- 5) We bought the new software and then realized we would need to _____ the staff to use it.
- 6) We want to use the money to _____ all our computers with the latest processors.
- 7) They can _____ that office-center to the another build.
- 8) Our department must _____ the travel expenses.
- 9) This famous Business Trainer can _____ our staff to a new level.
- 10) He wants to _____ the headquarters of workers completely.

VOCABULARY

Exercise 1.

Fill in the blanks with the correct word.

have been against; look forward; will bring; to protest; will increase; also affect; be outside; has promised; should write; to collect

Dear Editor,

I am writing 1) _____ about the proposal for a new airport: people 2) _____ the idea from the start. Nevertheless, the government is planning to go ahead with the building next year.

First, the government says that the airport 3) _____ us industry jobs. However, in my opinion, it will ruin the character of Tamforl historic, country town. Although the airport would bring tourists I am not sure they would want to stay in a dirty, industrial town.

Despite what the government says, it is clear that the airport will 4) _____ our health. Problems 5) _____ in spite of the new hospital the government

6) _____ us. Air pollution will get and this will affect people, for example, asthma sufferers. Noise pollution will also have an effect on the houses and schools near airport.

I think other residents 7) _____ to the government about this issue. This Saturday I will 8) _____ the Town Hall 9) _____ signatures for a petition. I think we should do everything we can stop this airport.

I 10) _____ to reading more letters about this issue in your newspaper.

Mr Steve Morgan

Exercise 2.

Fill in the blanks with the correct words

- Good afternoon, madam.

1) _____

- Yes. I'd like to withdraw \$ 500.

2) _____

- Well. I have just tried to access my account several times there. But I guess something is wrong with the machine.

3) _____

- Absolutely. I've been your customer for about 10 years already and I've never been denied the access.

4) _____

- It's a checking account. Here is my ID, madam.

5) _____

- Sure. It's 4558 6742.

6) _____

- I want to deposit this check and withdraw \$ 500, please.

7) _____

- Yes, I know.

8) _____

- In 50's, please.

9) _____

- Yes. Everything is right. And could I have my statement printed out, please?

10) _____

- Thank you for your help.

Exercise 3.

Fill in the blanks with the correct words

It's a well-known fact that hotels nowadays play a big role. Every year more and more new hotels are opened.

Sometimes it is even 1) _____ which to choose while traveling. There are luxury hotels, which 2) _____ expensive, b & b hotels, where you will get only breakfasts and a place to sleep, youth hostels, where you serve everything yourself and many other places to stay in.

Some people enjoy 3) _____ in a hotel. Sure, 4) _____ there are a lot of advantages in it. To begin with, it's convenient. You have a chance to make a telephone call and 5) _____ any room you want in a good time, to be 6) _____ by your arrival. Besides, you don't need to serve yourself, everything will be done by the hotel staff, I find it wonderful. More than that, I do like that in the hotel you can 7) _____ some interesting excursions and you can be sure that they are safe because the hotel is 8) _____ for every offer.

But on the other hand, there are still some disadvantages in staying in a hotel. First of all, the service can be poor and slow, for this reason you can be late for a business meeting or a friends' party, I find it extremely disappointing. Second, the food can be too salty, overcooked and spoiled. It can be a 9) _____ for people with weak stomach. Third, the view from the window can be not so romantic as the advertisement said, it can 10) _____ some people, who care about the beauty around them.

Exercise 4.

Match the definitions with the correct form of the word

1) managing director	a) brief
2) employ	b) to supply
3) summary	c) relief
4) shortage	d) advantageous
5) privileges	e) chief financial officer
6) to deliver	f) enterprise

7) profitable	g) accumulation fund
8) deal	h) to hire
9) joint venture	i) deficit
10) consumption	j) transaction

Exercise 5.

Fill in the blanks with the correct words

1. When Hillary paid her bank loan, she was _____.
 2. Jim has always been a skilled worker; he does his job _____.
 3. I am very annoyed with you; it's _____ you minded your own business.
 4. The money problem was _____ for this organisation.
 5. They worked _____ to complete the job.
 6. I asked the permission of my boss to leave work _____ .
 7. Lionel made an _____ to remain calm during the flight.
 8. You can either take a taxi or go by bus; it will _____ .
 9. Jane has been _____ ever since she lost her job.
 10. That's a very risky investment. How much money is _____ ?
-
- A. at stake
 - B. able to breathe easily again
 - C. an acid test
 - D. at loose ends
 - E. blindfolded
 - F. against the clock
 - G. about time
 - H. ahead of time
 - I. all-out-effort
 - J. amount to the same thing

VOCABULARY

1. Match the words in the box to the definitions below.

recession	debt	forecast	stock market	equity stake	shares
stretching	placement	segment	awareness	endorsement	challenger

1. A description of what is likely to happen in the future
2. A period of time when business activity decreases because the economy is doing badly
3. Money owned by one person or organization
4. Money risked when a business owns part of another company
5. Equal parts into which the capital or ownership of a company is divided
6. A place where company shares are bought and sold
7. Using an existing name on another type of product
8. How familiar people are with a brand (or its logo and slogan)
9. When products are used in films or TV programmes
10. The use of a well-known person to advertise product
11. The second best-selling product or brand in a market
12. Customers of a similar age, income level or social group

2. Match the sentence halves.

1. Headquarters	a) a company which is at least half-owned by another company.
2. Profit margin is	b) the main office of a company.
3. Investment is	c) a part of a company's profits paid to the owners of shares.
4. Distribution centre	d) a large building or even group of buildings where goods are made (using machinery).
5. Bankruptcy is	e) the difference between the price of a product and the cost of producing it.
6. Plant is	f) an office where staff answer questions and make sales over the phone.
7. Service centre	g) money which people or organisations put into a business in order to make profit.
8. A dividend is	
9. Subsidiary is	
10. Call centre	

	h) a place where faulty products are mended. i) a situation when a person or organisation is unable to pay their debts. j) a building from which goods or supplies are sent to factories, stores or clients.
--	--

3. Add the verbs from the box to the phrases below to create some common stressful situations.

1. ... to the dentist	6 ... house
2. ... in a long queue	7. ... an interview
3. ... stuck in a traffic jam	8. ... a speech
4. ... a parking apace	9. ... by air
5. ... with your parent/family	10. ... an exam or test

4. Choose the most suitable words to complete these sentences

1. If news about a product comes to you by *word of mouth* / *the press* / *the Internet*, someone tells you about it rather than you seeing an advert.
2. You *mustn't* / *don't have to* pay immediately. We can offer you credit.
3. Advertising companies spend a lot of money on creating clever *slogans/ posters /exhibitions* that are short and memorable, such as the message for Nike: 'Just do it'.
4. All personnel *may/ must* read the health and safety notices in the building.
5. Many companies use post and electronic *slogans/ mailshots / posters* because they can target a particular group of consumers all at the same time.
6. If you are invited to a Brazilian's house for dinner, you *must* / *should* arrive at least 30 minutes after the time mentioned.
7. Celebrity *exhibition* / *research/endorsement* is a technique that is very popular in advertising at the moment.
8. A lot of cosmetics companies give away *leaflets / commercials / free samples* so that customers can try the product before they buy.
9. You *mustn't* / *don't have to* give purple flowers as a gift in many countries.

10. Staff *don't have to / mustn't* disclose information on the project unless authorised.

5. Complete the sentences with the correct words from the box.

lifecycle leader range placement awareness research
stretching challenger image segment loyalty

1. Dr. Pepper is the ____ in carbonated soft drinks.
2. Focus groups and consumer surveys are ways of conducting ____ .
3. No one recognises our logo or slogan. We need to spend more on advertising to raise.
4. Consumers who always buy Indesit when they need a new washing machine are showing ____ .
5. IOS is the ____ in computer software.
6. Costco's wide _____ means that it appeals to all sectors of Canada market.
7. A fashion designer who launches his or her own perfume is an example of ____.
8. The _____ of Mercedes-Benz is such that its products are seen as safe, reliable, luxurious, well made and expensive.
9. A _____ consists of introduction, growth, maturity and decline.
10. The use of Nokia phones in different sitcoms and soap operas is the example of ____ .
11. In countries with ageing populations, the over 60s age group is becoming an increasingly important ____ .

6. Match the sentence halves to make appropriate sentences

a)

1. Could you check the departure time	a) until the meeting has finished
2. As soon as interest rates rise	b) as soon as you get to the office
3. We need to stay	c) until we've saved enough money
4. The Finance Director needs to speak to you	d) while you are still working
	e) when the conditions are right
	f) when she finds a new job

5. She will move to Toronto 6. We won't open our new office 7. I think you should save some money 8. We can set up in this country	g) before we leave for the airport h) the economy will slow down
---	---

b)

1 Last week, I had to look 2 First, I showed them around 3 I certainly look forward 4 I hope I can take 5 One of them did not turn 6 The food was delicious and we all got 7 Then, I took them out 8 They said I should	a) come over and see them in Antalya b) the Old Town c) after five clients from Turkey. d) on really well. e) to a very good restaurant. f) to seeing them all again g) up their invitation next summer h) up, unfortunately
---	--

7. a) Match the two parts of each dialogue

1 A: When do you want to discuss the project? 2 A: Have you read Peter's sales report? 3 A: So have they won the contract, then? 4 A: It seems we're not doing business with Gastropower anymore. 5 A: It would be useful to know today's exchange rates. 6 A: These figures need checking. 7 A: Are you going to the trade fair now?	a) B: No, never again. Certainly not until they apologise for their terrible mistakes. b) B: We don't know yet. We'll have more information after we've talked to the team leader. c) B: Yes, I agree. We'll find out as soon as we get the FT. d) B: Yes, I have. I'd like to discuss it with you when you have a minute. e) B: Yes. If anybody phones while I'm out, tell them I'll be back by 1.30. f) B: Well, could we possibly do that before the meeting starts? g) B: When you've typed them all up, we can check them together.
--	--

b) Read these expressions and put them in the logical pairs into dialogues.

1 Can I get you a drink?	a) Yes, it's just down there on the left.
2 It all looks good. What do you recommend?	b) You should have some mushrooms.
3 Would you like me to show you round?	c) Yes, please. I'll have a white wine.
4 Can I give you a lift to the airport?	d) Yes, I'd like to see some of the sights.
5 Could you tell me where the toilet is, please?	e) Thanks, but my taxi is coming.

WRITING

1. What is the role of economics? Is it an important science nowadays? Why? Write an essay answering these questions.

2. Your boss, Alexey Greenberg, wanted you to take part in an important seminar tomorrow morning. You cannot go because you have a terrible headache. In fact, you have not slept very well for a week. Write a message (60 - 80 words) to your boss. You also should:

- Apologise and say why you cannot attend.
- Tell what you are planning to do about your health.

VOCABULARY:

1. Match the words (1 - 8) to their definitions (a - h).

1. Lifestyle	a) a system where employees choose the time they start and finish work each day
2. Workaholic	b) a time or date by which you have to do something
3. Workload	c) how personally satisfied you are with the way you live and work
4. Deadline	d) someone who cannot stop working and has no time for anything else

5. Flexitime	e) the ability to give a good amount of time to your work and to outside interests, e.g. family
6. Work-life balance	f) the amount of work a person is expected to do
7. Quality of life	g) the people, things and atmosphere around you at work
8. Working environment	h) the way people choose to organize their lives

2. Complete each sentence with an appropriate word or phrase from Exercise A.

1. I worked until 11 o'clock at night to meet the _____ for presenting the report.
2. I work six days a week and never have a holiday. My girlfriend says I'm a _____.
3. Karl has a heavy _____ at the moment because several colleagues are off sick.
4. She gave up a highly paid job to join a meditation group in India. She's completely changed her _____.
5. A _____ system can help to reduce stress levels of employees by giving them more control over their working hours.
6. If you have children, working from home may help improve your _____.
7. Many people argue that technology has greatly improved our _____ and the way we feel about work. Others disagree, arguing it actually increases stress.
8. A clean, quiet, comfortable and friendly _____ can actively reduce levels of stress.

3. Complete the text below with the words in the box.

(Enter extend fill made meet protect reduce take)

Company News

The Research and Development team have recently _____ 1 a breakthrough that will allow us to significantly reduce the size of our 5,000-watt generator. We plan to _____ 2 advantage of this opportunity to _____ 3 a

gap in the market by introducing a product that is not only powerful, but also very compact. This will_____.4 the needs of customers who need to limit the size and weight of their equipment because of the restrictions of their working environment. On the production side, making a smaller product will help us _____ 5 waste and energy use in the manufacturing process. This will demonstrate that we are keeping our commitment to_____.6 the environment. We aren't planning to stop making our larger generators; we will _____ 7 our generator product range to include the new 'micro-generator' line. We're hoping to_____.8 the highly competitive North American market with the new product next year.

4. Complete the story with the words from the box.

(Aperitif bill book cash cozy course delicious dessert dishes efficient entertain guest marketing menu negotiate order recommended relax starter variety)

As I had to _____(1) an important visitor from abroad, I asked different colleagues if they knew a good restaurant in town. They all _____ (2) 'Mirella's Garden'. 'Very _____ (3) atmosphere,' they said, 'the food is absolutely. _____ (4) and the service is very. _____ (5) .' It was quite busy when we arrived. Fortunately, I had asked my assistant to _____ (6) a table in advance. From where we were seated, we had a stunning view across the lake. My _____(7), Mr Yared, seemed quite pleased, so I began to _____ (8) I suggested having an _____ (9) but he said he hardly ever drank alcohol, and certainly never on working days. I hoped I hadn't made a gaffe! We looked at the lunch. _____(10), which had a wide _____(11) of typical._____(12) from our region. When the waiter came to take our. _____(13), Mr Yared surprised me once more. He had chosen stuffed mushrooms as a _____ (14) but he wanted to have them served after the main _____ (15). 'This is not a funny custom from my country,' he said with a smile, 'just a personal preference.' The food was indeed superb. Mr Yared spoke about his family and his hobbies and asked about mine. We talked only briefly about the contract we had to _____ (16) that afternoon. As it was getting late, we didn't have a _____ (17), just coffee, and then I asked for the _____ (18). But when I

reached for my wallet, I realized to my horror that I didn't have it on me. Of course - it was at home, in my other jacket. No _____ (19) or credit card - how embarrassing! The only solution I could think of was to ask the manager to call MCI, my company. 'MCI? Is that Micro Computers International?' the manager asked. Indeed it was. 'No need to phone, sir; we'll put this on your account,' the manager continued. 'MCI has had an account with us for three years. My wife is MCI's _____ (20) Director.' Mr Yared and I looked at each other and we both burst out laughing. The day was saved.

5. Choose the best word (a, b or c) to complete each sentence.

1. Many people have only two _____ a day: breakfast and dinner.
a) meals b) dishes c) courses
2. Jane invited me round for dinner last night. Her husband is a wonderful _____ .
a) cooker b) dish c) cook
3. Tom worked in Bangkok for a year and now he is very keen on Thai _____ .
a) kitchen b) dish c) cuisine
4. They are vegetarians so we should not buy any _____ .
a) meal b) meat c) food
5. This chocolate mousse is delicious. Could I have the _____ ?
a) recipe b) cookbook c) receipt

Task 1

Our "Choose the right synonym" exercises are designed to help you increase your knowledge of specialized vocabulary. All you have to do is to choose the right word(s) to make the two sentences have the same meaning.

1. There has been a drop in sales. = Sales have _____.
decreased
downed
increased
2. Sales have increased for three years _____. = Sales have increased for three years in a row.
even

straight
forward

3. You have to market these particular attributes. = You have to market these particular _____.

qualifiers
qualifications
qualities

4. We shouldn't use the same old strategies. = We should _____ using the same old strategies.

avoid
averse
avert

5. Thanks to smart planning, we have _____ another crisis. = Thanks to smart planning, we have thwarted another crisis.

put forth
unveiled
averted

6. We shouldn't rule that out as an option. = We should still _____ that an option.

reject
consider
contain

7. The figures are down from January. = The _____ are down from January.

numbers
numerals
mathematics

8. Our company has seen 10 years of uninterrupted growth. = Our company has seen 10 years of _____ growth.

sporadic
steady
stagnant

9. We should market this product as being durable and dependable. = We should market this product as being _____ and dependable.

study
sturdy
studious

10. We need to develop a new strategy. = We need a new
_____.

appraisal
approval
approach

Task 2

Designed to teach you the most common vocabulary/terms used in sales.

Choose the best response for each sentence.

1. Have you seen last month's sales _____?

figures
figurines
figs

2. Sales are _____ by 50% compared to this time last year.

up
higher
high

3. We'll be looking to hire a sales _____ soon.

rap
rope
rep

4. In much of the business world, the calendar year is divided into four

quarts
quarters
cubes

5. To write up a contract = To _____ a contract

drought
draw
draft

6. The amount on the _____ (= an official bill) is higher than what we agreed on.

invoice

draft

paper

7. Our company offers a wide _____ (= variety) of software.

assortment

sort

assessment

8. I work for a company that does _____ advertising.

outside

external

outdoor

9. We plan to launch a new sales _____ to attract new customers.

company

campaign

comment

10. Our customer _____ is made up of mostly middle-aged white men.

basis

base

collection

Exercise 3.

Designed to teach you the most common vocabulary/terms used in sales (specifically relating to trade shows, trade fairs, or conferences)

Choose the best response for each sentence.

1. For many companies, trade show marketing can be a _____.

bad dream

nightmare

bad scene

2. One of the things you have to consider are the _____ for your space.

rent fees

payment fees

rental fees

3. The trade show is tomorrow and the print shop hasn't finished printing our ____ yet!
sales things
sales materials
selling materials
4. Our ____ production costs are low, since we're setting it up ourselves.
booth
box
boot
5. I ____ five trade shows last year.
attended
went
atoned
6. Stacks of business cards = _____ business cards
A couple of
No
Lots of
7. A trade show isn't worth your time and effort if it doesn't produce good _____.
leads
loads
experiences
8. One of the main reasons we're attending the trade show is to connect with _____.
potential partners
potential partnerships
potent partners
9. Trade shows produce about 20 _____ of our annual leads.
percentage
percent
average
10. Setting up a professional looking booth and presentation will help up to raise our _____.
opinion
look

profile

Exercise 4.

Complete the sentences with words from the box:

(criticise blame concern disruptive dissatisfaction harm misbehavior)

1. A growing number of people criticise the airlines and demand better service.
2. There are signs that airlines are trying to respond to customer _____, for example by providing more legroom and quality in-flight meals.
3. Cases of passenger _____ are unfortunately all too common on long distance flights
4. Many analysis _____ alcohol for the phenomenon called 'air rage'
5. Poor service and frequent delays will inevitably _____ an airline's reputation
6. Cabin and flight crew often have to deal with _____ And dangerous in-flight behavior
7. There is increasing _____ that airlines are trying to save money at the expense of customer satisfaction

Exercise 5.

Change the following phrases, as in the two examples:

a hotel with three stars A three-star hotel

a day that lasts eight hours An eight-hour day

a deal worth eighty thousand euros

a seminar that lasts three days

a loan of two million pounds

a company which is 25 years old

an office block that has three storeys

P A R T II
PRACTICE IN LANGUAGE USE
TERM II

LANGAUGE AREAS:

- **Passive Voice**
- **Modal Verbs**
- **Adjective and Adverb. Degrees of Comparison**

MODULE 3

TOPIC 1 Passive Voice

Exercise 1.

Rewritethefollowingsentencesusing the Passive Voice.

1. Everybody wears practical clothes.
2. Designers have followed the trends.
3. You may hurt someone with that hammer.
4. He told the children a beautiful story.
5. We have proven our point.
6. Will you read this book?

Exercise 2.

Fill in the gaps using the correct passive or active form of the verb.

1. The Newbury Stadium _____ by a building company.
2. The match _____ by BBC next Sunday.
3. The tennis court _____ recently.
4. The World Cup final _____ by millions of people.
5. The penalty kick _____ by their goalkeeper.
6. A wonderful goal _____ by Beckenbauer.
7. Three thousand tickets for the match _____ to the opposing team.
8. Our stadium _____ empty these days.

Exercise 3.

Fill in the gaps using the correct passive or active form of the verb.

Hadrian's Wall

1. In the year 122 AD, the Roman Emperor Hadrian (visit) _____ his provinces in Britain.
2. On his visit, the Roman soldiers (tell) _____ him that Pictish tribes from Britain's north (attack) _____ them.
3. So Hadrian (give) _____ the order to build a protective wall across one of the narrowest parts of the country.
4. After 6 years of hard work, the Wall (finish) _____ in 128.
5. It (be) _____ 117 kilometres long and about 4 metres high.
6. The Wall (guard) _____ by 15,000 Roman soldiers.
7. Every 8 kilometres there (be) _____ a large fort in which up to 1,000 soldiers (find) _____ shelter.
8. The soldiers (watch) _____ over the frontier to the north and (check) _____ the people who (want) _____ to enter or leave Roman Britain.
9. In order to pass through the Wall, people (must go) _____ to one of the small forts that (serve) _____ as gateways.
10. Those forts (call) _____ milecastles because the distance from one fort to another (be) _____ one Roman mile (about 1,500 metres).
11. Between the milecastles there (be) _____ two turrets from which the soldiers (guard) _____ the Wall.
12. If the Wall (attack) _____ by enemies, the soldiers at the turrets (run) _____ to the nearest milecastle for help or (light) _____ a fire that (can / see) _____ by the soldiers in the milecastle.
13. In 383 Hadrian's Wall (abandon) _____ .
14. Today Hadrian's Wall (be) _____ the most popular tourist attraction in northern England.
15. In 1987, it (become) _____ a UNESCO World Heritage Site.

Exercise 4.

Choose the correct variant.

1. They _____ to the cinema whenever they can.

- a) go
 - b) would have gone
 - c) are going
 - d) have gone
2. While everyone else _____, she _____ quietly in the kitchen.
- a) was laughing - was crying
 - b) laughed - cried
 - c) was laughed - cried
 - d) laughed - was cried
3. At that time we _____ in Paris.
- a) were living
 - b) have been living
 - c) used to live
 - d) would live
4. "Mum's in hospital." " _____ "
- a) I go and see her at once.
 - b) I'm going to go and see her now.
 - c) I'll go and see her at once.
 - d) I'm going and seeing her now.
5. What a beautiful geranium! Who _____ it there?
- a) had put
 - b) has put
 - c) put
 - d) has been putting
6. What was he doing when you _____ sight of him?
- a) were catching
 - b) had caught
 - c) caught
 - d) have caught
7. While I _____ to the assistant, the manager found my receipt.
- a) was complaining
 - b) have complained
 - c) have been complaining
 - d) complained

8. When the phone rang, she _____ a letter.
- a) will write
 - b) was writing
 - c) writes
 - d) has written
9. "Have you ever met Tom?" "Yes, we _____ at the concert."
- a) were meeting
 - b) met
 - c) have met
 - d) had met
10. Jack, you are back again at last! We _____ you for such a long time.
- a) haven't seen
 - b) didn't see
 - c) aren't seeing
 - d) have to see
11. He will come as soon as he _____ the news.
- a) hears
 - b) will have heard
 - c) ill be hearing
 - d) will hear
12. At the meeting yesterday the president _____ to solve the problem.
- a) had promised
 - b) was promised
 - c) promised
 - A. has promised
13. "Is your sister at home?" "No, she isn't. She _____ to the theatre."
- a) has been going
 - b) was going
 - c) went
 - d) has gone
14. The first time you _____ London was in 1963, wasn't it?
- a) was visiting
 - b) visit
 - c) have visited

- d) visited
15. John _____ this film 2 months ago.
- a) was seeing
b) saw
c) has seen
d) have seen
16. Our children will be pleased when they _____ the new toys.
- a) will have seen
b) will see
c) see
d) are seeing
17. I can't find my dictionary; I wonder whether Mary _____ it now.
- a) has
b) is having
c) have
d) had
18. Which sentence is correct?
- a) We are here since two hours.
b) We've been here since two hours.
c) We've been here for two hours.
d) It's two hours we are here.
19. When I went in, he _____ a TV programme so intently that he didn't hear me.
- a) had watched
b) watched
c) has been watching
d) was watching
20. Ouch! I _____ my finger!
- a) had cut
b) was cutting
c) cut
d) have cut

Exercise 5.

Rewrite the following sentences using the Passive Voice.

1. The president gave an interesting speech at the European meeting.
2. Roger paid all the bills at the Palace hotel.
3. My friends are using their mobile phones during lessons.
4. The dog followed me for half an hour.
5. We always support our football team
6. The director looked into the complaints from the public.
7. Some people didn't watch the documentary about employment.
8. Patrick was telling me about his free time.
9. Students can't use dictionaries in exams.
10. You can learn languages in your own country.
11. The teacher encourages the pupils to pay more attention.
12. It's so small that I hold it in one hand.
13. It can transfer information from the internet to your computer.
14. You are downloading some files onto my USB Flash.
15. My parents have bought a lovely house in the country.
16. Thousands of people have left the houses in the village.
17. Mr and Mrs Rush brought their son to Canada.
18. -Policemen are evacuating people after the explosion.
19. -Lorebnzo never saw Isabel in the golf club.
20. -He escaped when they were moving him from one prison to another.
21. -The lava has destroyed thousands of homes.
22. - The volcano will affect the Earth's climate.
23. - Miriam is blowing her birthday candles.
24. -The Lord Mayor of the city provided food and shelter for the citizens.
25. -Thomas threw the ball a hundred metres away.
26. -They are demolishing the entire block of houses.
27. Has someone taken my wallet?
28. You need not send this letter to the office.
29. Chinese people made the first paper.
30. The Filipino scientist Gregorio Zara invented the videophone.
31. The girl should do the project for tomorrow.

32. I have searched information on the web.
33. Sheila has rewritten the English exercises today.
34. My guests ate all the food and drank all wine.
35. People often leave newspapers on trains and buses

Exercise 6.

Rewrite the following sentences using the Passive Voice.

Example:

People buy food at the market → Food is bought at the market.

He has fed the animals. → The animals have been fed.

1. Active : They take the child to school by car.
Passive : The child ____ .
2. Active : I saw two armed men in front of the jewellery shop.
Passive : Two armed men ____ .
3. Active : The reporter is announcing the results on the radio
right now.
Passive : The results ____ .
4. Active : Emma had done the housework before the guests
arrived.
Passive : The housework ____ .
5. Active : The doctor was treating the patient when the
ambulance arrived.
Passive : The patient ____ .
6. Active : The ambulance will take the patient to the nearest
hospital.
Passive : The patient ____ .
7. Active : The teacher had announced the results to the students.
Passive : The results ____ .
8. Active : Tom will have calculated the cost before the end of the
day.
Passive : The cost ____ .

Exercise 7.

Rewrite the following sentences using the Passive Voice.

1. Julia rescued three cats.
2. The students handed in the reports.
3. Maria crashed into the blue car.
4. Alex learned the poem.
5. Steven has forgotten the book.
6. The mechanic has not repaired the DVD recorder.
7. They play handball.
8. Sue puts the rucksack on the floor.
9. The girls had lost the match.
10. The teacher is not going to open the window.
11. She bought four apples.
12. We won the match.
13. The man stole the blue car.
14. The police arrested the thieves.
15. Jack swam the 200 metres.
16. The dog bit the old lady.
17. Tom and Max ate five hamburgers.
18. Oliver taught the children.
19. Victoria rode the brown horse.
20. Grandmother told good stories.
21. Mr Jones watches the film.
22. The people speak English.
23. He reads comics.
24. We play volleyball.
25. They sing the song.
26. I take photos.
27. She does the housework.
28. The policemen help the children.
29. He writes text messages.
30. Mother waters the flowers.

Exercise 8.

Rewrite the following sentences using the Passive Voice.

Example:

Some flowers were given to Lisa by Tim. / Lisa was given some flowers by Tim.

- 1) They don't speak English in this shop.
- 2) Kevin asked Dennis a question.
- 3) Somebody built the house last year.
- 4) She gives him a box.
- 5) Max will look after him.
- 6) The waiter brought Fred a big steak.
- 7) Somebody broke into our bungalow last Friday.
- 8) The teacher told us a joke.
- 9) They will meet Doris at the station.
- 10) Michael has not sent me a text message.

Exercise 9.

Fill in the gaps, using the Passive Voice.

- 1) The words _____ by the teacher today. (to explain - Simple Present)
- 2) We _____ a letter the day before yesterday. (to send - Simple Past)
- 3) This car _____. It's too old. (not/to steal - will-future)
- 4) This street _____ because of snow. (already/to close - Present Perfect)
- 5) A new restaurant _____ next week. (to open - will-future)
- 6) He _____ to the party yesterday. (to invite - Simple Past)
- 7) The blue box _____. (can/not/to see - Simple Present)
- 8) I _____ the book by my friend last Sunday. (to give - Simple Past)
- 9) The dishes _____ by my little brother. (not/to wash - Present Perfect)
- 10) I _____ by Robert. (not/to ask - will-future)

Exercise 10.

Fill in the gaps with the correct verb form.

1. They make shoes in that factory.

- Shoes _____ in that factory.
2. People must not leave bicycles in the driveway.
Bicycles _____ in the driveway.
3. They built that skyscraper in 1934.
That skyscraper _____ in 1934.
4. The students will finish the course by July.
The course _____ by July.
5. They are repairing the streets this month.
The streets _____ this month.
6. They make these tools of plastic.
These tools _____ of plastic.
7. They have finished the new product design.
The new product design _____.
8. They were cooking dinner when I arrived.
Dinner _____ when I arrived.
9. Smithers painted 'Red Sunset' in 1986.
'Red Sunset' _____ in 1986 by Smithers.
10. Did the plan interest you? _____ in the plan?
11. They had finished the preparations by the time the guests arrived.
The preparations _____ by the time the guests arrived.
12. You should take care when working on electrical equipment.
Care _____ when working on electrical equipment.
13. They are going to perform Beethoven's Fifth Symphony next weekend.
Beethoven's Fifth Symphony _____ next weekend.
14. Someone will speak Japanese at the meeting.
Japanese _____ at the meeting.
15. Karen is going to prepare the refreshments.
The refreshments _____ by Karen.

Exercise 11.

Rewrite the following sentences using the Passive Voice.

1. The boy killed the spider.
2. The woodcutter felled the trees.
3. Columbus discovered America.

4. The master praised the boy.
5. The police arrested the thief.
6. The boys were making kites.
7. He has written a novel.
8. We will conquer the enemy.
9. The hunter shot the tiger.
10. Your manners irritate me.
11. He made a very remarkable discovery.
12. Everybody loves him.
13. My cousin has drawn a beautiful picture.
14. Somebody has put out the light.
15. Somebody has picked my pocket.

Exercise 12.

Rewrite the following sentences using the Passive Voice.

1. They grow coffee in Kenya.
2. They publish The Times newspaper in London.
3. They make shoes in Calatayud.
4. They transport oranges from Valencia to Germany in special crates.
5. They are sending the parcel by sea.
6. They are destroying the forests in Indonesia.
7. The shark ate the man.
8. The arsonist started the fire.
9. The police took him away.
10. They've treated him very well.
11. They haven't cleaned the kitchen yet.
12. They didn't punish him for what he did.

Exercise 13.

Rewrite the following text using the Passive Voice, if possible.

Last summer our house was painted by me. The job took about two weeks. First, the exterior was washed using warm water and a mild detergent. Then all the chinks and pores in the walls were sealed with putty. After the putty had had a chance to dry, the exterior could be painted. A latex paint was used

because it is easy to apply and cleans up with water. A whole week was needed to finish this part of the job. I was very careful to apply the paint evenly because I did not want to have to apply two coats. A color that was used was very close to the original color. Our house is a two-story house, which meant that a tall ladder was needed to do the second story. The paint had to be balanced on the top rung of the ladder while I worked. When the job was finished, a great deal of satisfaction was felt by me. I had to pat myself on the back. Even my dad said that a good job was done.

Exercise 14.

Choose the correct variant.

- 1 What's the matter? My car ____.
a) was just stolen b) has just been stolen c) is just stolen
- 2 One of the theatres in our city ____ now.
a) is being reconstructed b) was being reconstructed c) will be reconstructed
- 3 That house ____ a long time ago.
a) has been sold b) was sold c) is sold
- 4 Jin said the room ____.
a) will have already been cleaned b) will be cleaned c) had already been cleaned
- 5 All the banks ____ on Sundays.
a) are closed b) had been closed c) are been closed
- 6 The documents ____ by 5 p.m.
a) will be signed b) are signed c) will have been signed
- 7 We ____ on our way home yesterday.
a) were being followed b) are being followed c) have been followed
- 8 My sister ____ to hospital tomorrow.
a) is being taken b) will be taken c) was taken
- 9 The cake smells so nice. It ____.
a) will just be baked b) has just been baked c) is just baked
- 10 The conference room ____ at the moment.
a) was being used b) had been used c) is being used
- 11 When we arrived at the airport, we found that the flight ____.
a) had been cancelled b) is being cancelled c) has been cancelled
- 12 The flowers in the flowerbeds ____ by this evening.

- a) are being watered b) were watered c) will have been watered
 13 America ____ several centuries ago.
- a) had been discovered b) was discovered c) will be discovered
 14 The floors in the office ____ every day.
- a) are swept b) will have been swept c) were being swept
 15 An old woman ____ while she was living with her children.
- a) is being looked after b) was being looked after c) will be looked after
 16 I think the money ____ back in the nearest future.
- a) had been paid b) were paid c) will be paid
 17 My car ____ at the moment.
- a) was being repaired b) has been repaired c) is being repaired
 18 The exams ____ by 3 in the afternoon.
- a) will have been finished b) were being finished c) are being finished
 19 Olympic Games ____ every four years.
- a) are held b) had been held c) will have been held
 20 When we returned home, the walls ____.
- a) has been painted b) had been painted c) will be painted
 21 Two people ____ in a car accident yesterday.
- a) were killed b) are killed c) were being killed
 22 I ____ before.
- a) will never be mugged b) have never been mugged c) am never mugged
 23 Jill ____ if I don't come to her birthday party.
- a) were offended b) will be offended c) are being offended
 24 I didn't realize our conversation ____ to.
- a) will be listened b) is listened c) was being listened
 25 Jack said the letter ____ the next day.
- a) would be sent b) will be sent c) is being sent

TOPIC 2 MODAL VERBS

Exercise 1.

Fill in the gaps with **must** or **mustn't**.

1. You _____ brush your teeth three times a day.
2. You _____ forget to do your homework regularly.

3. You _____ be nice to your classmates.
4. You _____ wear warm clothes when it is cold outside.
5. You _____ chew gum in class.
6. You _____ study hard if you want to pass your exams.
7. You _____ fight with your classmates.
8. You _____ play football in the classroom.
9. You _____ listen to your teacher very carefully.
10. You _____ forget your best friend's birthday.
11. You _____ be rude to your grandparents.
12. You _____ go to the dentist's twice a year.
13. You _____ stay in bed when you are ill.
14. You _____ feed zoo animals.
15. You _____ do your online exercises.

Exercise 2.

Fill in the gaps with **should(n't)** or **mustn't**.

1. We _____ invite the Nortons to our party. They are nice people.
2. Young children _____ stay at home on their own.
3. Before you go to the dentist's, you _____ brush your teeth.
4. You _____ smoke in bed!
5. You _____ shut the windows because it is raining.
6. You _____ forget her birthday again.
7. You _____ go to the theatre when you are in Vienna. It's great.
8. They _____ tell her about John's accident. She could break down.
9. You _____ cross the street when the traffic lights are red.
10. The doctor told Charlie that he _____ drink too much alcohol.
11. My mum thinks I _____ spend so much money on clothes.
12. "Twilight" is a really great book. You _____ read it soon.
13. The teacher said to me, "You _____ get up earlier because you are late again!"
14. You _____ tell lies!
15. You _____ drive the car. You are only thirteen!

Exercise 3.

Fill in the gaps with **should** or **shouldn't**.

Write: should or shouldn't in the gaps:

1. You _____ a wear a Halloween costume.
2. You _____ a play really mean tricks on people.
3. You _____ a wear black clothes at night.
4. You _____ a take a bag with you for sweets.
5. You _____ go on your own.
6. You _____ astay out very late.
7. You _____ a always go with friends.
8. You _____ always tell an adult where you are going

Exercise 4.

Fill in the gaps with **must have** or **can't have**.

- A: James was at the party lasy night.
B: 1) _____ (he, be)! He is in China!
- There was so much traffic. 2) _____ (there/be) accident.
- Jane walked past me without speaking. 3) _____ (she/see) me.
- The jacket you bought is very good quality.4) _____ (it/be) very expensive.
- Gloria has won every game she has played today. 5) _____ (she/practice) a lot.
- You did well on the exams. 6) _____ (you/study) a lot.
- 7) Thethieves_____ (come in) through the window. Look! It's still open!
- Oh no! Where is my car? 8) _____ (someone/steal it).
- I've lost one of my gloves. 9) _____ (I/drop it) somewhere.
- Don passed the exam without studying for it. 10)_____ (the exam/be) very difficult.

Exercise 5.

Fill in the gaps with **may** + **correct form of the Infinitive**.

1. Take your umbrella, it _____ (rain) today.
2. He is still at work! He _____ (come) late I am afraid.

3. Mum! My friends are having a party tonight; _____ (go) please?
4. He _____ (be) late because his flight has been delayed.
5. Look at those clouds! It _____ (rain) in a minute.
6. Nowadays, people _____ travel very easily all over Europe
7. Children _____ bring their teddy bears to school.
8. It _____ (not/rain).
9. He _____ (not/be) the murderer.
10. There _____ (be) a mistake somewhere.
11. There _____ (be) a storm tonight.
12. Pupils _____ (go) out if they've finished their homework.
13. _____ I _____ (come) to your house for tea?
14. She _____ (be) in the wrong room.
15. _____ you please _____ (bring) me my notebook?
16. You _____ (not/use) the car tonight.
17. _____ I _____ (open) the door?
18. He _____ (come) with me tomorrow.
19. You _____ (write) with a pencil or a pen.
20. David _____ (invite) Jesica to the match.
21. I'm not sure I'll go to the party. I _____ (be) away.
22. We _____ (come-see) her next Friday.
23. I _____ (fly) to Africa this summer.
24. He's a very good chef and he _____ (make) a cake for my son's birthday.
25. I need the dictionary on the desk. _____ you get it for me?
26. She _____ (be) back in her office: the lecture finished ten minutes ago.
27. I _____ (go) shopping tonight, I haven't decided yet.
28. Turkey _____ (win) the World Cup, you never know.
29. You _____ (leave) now if you wish.
30. He _____ (be) busy to help your homework
31. He _____ (be) at home.
32. He _____ (come) soon.
33. He _____ (not/know) about it.
34. It's too late to phone him now. He _____ (sleep).
35. I haven't seen him for days. He _____ (write) a book.
36. You _____ (call) a taxi by telephone.

37. _____ I _____ (call) to my mother now?
38. He _____ (come) a little later.
39. You _____ (find) the book at the library.
40. If I _____ (say) so, I think you have treated him very badly.

Exercise 6.

Make up sentences from the given words.

1. may go June. I next _____
2. leave school ask may for I _____
3. headmaster may go let But,the not you _____
4. I your May telephone,please? use _____
5. I dictionary? borrowyour Can _____
6. a drink? I him May give _____
7. You not me. may believe _____
8. you yourself. play Don't with hurt a might knife _____
9. suitable. method may The be _____
10. reduce the also stress. It may _____

Exercise 7.

Fill in the gaps with suitable modal verbs.

1. Maybe she will return tonight. - She _____ return tonight.
2. Don't stand up! - You _____ stand up!
3. I'm sure they will finish it in a minute. - They _____ finish it in a minute.
4. There is no need to answer the letter. - You _____ answer the letter.
5. Please, do it for me. - _____ you do it for me?
6. I'd like to see your children. - _____ I see your children?
7. I am not good at football. - I _____ play football.
8. Do your homework! - You _____ do your homework.
9. Let's take a taxi. - We _____ take taxi.
10. Excuse me! _____ you speak French?
11. Alan isn't coming tonight. He _____ come tomorrow, I hope.
12. There's a lot of work to do in the house. You _____ help me!

- c) might be able to jump d) might have been able to jump
7. One of the boys _____ get out of the cave. He ran to the village for help.
a) could b) might c) was able to d) had to
8. Several criminals _____ escape into the woods.
a) could b) might c) were able to d) had to
9. I wanted to talk to Jim yesterday, but I _____ find him.
a) didn't b) might not c) wouldn't d) couldn't
10. Anyone _____ make a mistake.
a) may b) can c) could d) is able to
11. It's a great town. You _____ visit it some day.
a) could b) might c) should had better
12. If she wants to buy an apartment, she _____ consult a good real estate agent.
a) has to b) should c) may need to d) could
13. _____ I ask John to help us?
a) Should b) Ought c) Could d) May
14. Children _____ eat too much chocolate.
a) must not b) may not c) could not d) should not
15. You _____ come here again, or I'll report you to the police!
a) can't b) won't c) mustn't d) 'd better not
16. It's getting late. I _____ go now.
a) can b) may c) have to d) would rather
17. Mike broke his leg yesterday. His leg is in a cast, and he _____ use crutches for a month.
a) will be able to b) will have to c) had better d) should
18. I _____ talk to Ann about it.
a) have got to b) would like to c) may have to d) may need to
19. She _____ to the bank yesterday.
a) must go b) had to go c) should have gone d) must have gone
20. We can't just go away! We _____ help him!
a) have to b) need to c) should d) must
21. _____ I speak to Mr. Smith, please?
a) Can b) May c) Would d) Would you mind if
22. _____ you open the window, please? It's hot in here.

- a) Could b) Couldn't c) Won't d) Wouldn't
23. _____ buying two loaves of bread on your way home?
- a) Could you b) Will you
- c) Would you d) Would you mind
24. Would you mind if I _____ your dictionary for an hour or so?
- a) borrowed b) will borrow
- c) would borrow d) would have borrowed
25. Would you mind if I _____ come to your party?
- a) didn't b) won't c) wouldn't d) can't
26. He _____ be able to help you.
- a) may b) must c) should d) will
27. She _____ have to sell her car and other belongings to pay her debts.
- a) will b) will probably c) might d) would
28. Where is Anna? - I don't know. She _____ be at the swimming pool or in the park.
- a) could b) should c) must d) has to
29. It _____ be as easy as you think.
- a) can't b) couldn't c) might not d) must not
30. Don't ring the doorbell when you get there. Maria's little baby _____ sleeping.
- a) must be b) should be c) may be d) may not be
31. You _____ go there with me. I can handle it, it's not difficult.
- a) may not b) must not c) don't have to d) had better not
32. _____ bring me a glass of cold water, please?
- a) Could you b) Couldn't you c) Would you mind d) Wouldn't you
33. I _____ give you a lift to the station. My car broke down yesterday.
- a) must not b) should not c) may not d) can't
34. I don't know what to do. - You _____ your father for advice.
- a) are able to ask b) could ask c) must ask d) have to ask
35. He didn't go to the park with us yesterday because he _____ write a report.
- a) should b) must c) had to d) could
36. I left my bag here just five minutes ago. You _____ it!

a) should have seen b) must have seen c) were able to see d) could see

37. You _____ the bills two weeks ago!

a) had better pay b) should pay c) ought to pay d) should have paid

38. I don't know how to help you. Try asking Anton for help. He _____ be able to find a solution.

a) must b) has to c) might d) will

39. I _____ play tennis every day when I was younger.

a) had to b) was able to c) used to d) could

40. You want to call them now? It's already after midnight! They _____ .

a) must sleep b) should sleep c) may sleep d) must be sleeping

Exercise 9.

Fill in the gaps with a suitable modal verb from the list below. Sometimes more than one variant is possible.

I. can could have to must might should

1. Ted's flight from Amsterdam took more than 11 hours. He _____ be exhausted after such a long flight. He _____ prefer to stay in tonight and get some rest.

2. If you want to get a better feeling for how the city is laid out, you _____ walk downtown and explore the waterfront.

3. Hiking the trail to the peak _____ be dangerous if you are not well prepared for dramatic weather changes. You _____ research the route a little more before you attempt the ascent.

4. When you have a small child in the house, you _____ leave small objects lying around. Such objects _____ be swallowed, causing serious injury or even death.

5. Dave: _____ you hold your breath for more than a minute?

Nathan: No, I can't.

6. Jenny's engagement ring is enormous! It _____ have cost a fortune.

7. Please make sure to water my plants while I am gone. If they don't get enough water, they _____ die.

8. I _____ speak Arabic fluently when I was a child and we lived in Egypt. But after we moved back to Canada, I had very little exposure to the language and forgot almost everything I knew as a child. Now, I _____ just say a few things in the language.

9. The book is optional. My professor said we _____ read it if we needed extra credit. But we _____ read it if we don't want to.

10. Leo: Where is the spatula? It _____ be in this drawer but it's not here.

Nancy: I just did a load of dishes last night and they're still in the dish washer. It _____ be in there. That's the only other place it _____ be.

11. You _____ take your umbrella along with you today. The weatherman on the news said there's a storm north of here and it _____ rain later on this afternoon.

12. _____ we pull over at the next rest stop? I really _____ use the bathroom and I don't know if I _____ hold it until we get to Chicago.

13. Oh no! Frank's wallet is lying on the coffee table. He _____ have left it here last night.

14. Ned: I borrow your lighter for a minute?

Stephen: Sure, no problem. Actually, you _____ keep it if you want to. I've given up smoking.

15. I _____ believe she said that to Megan! She _____ insult her cooking in front of everyone at the party last night. She _____ have just said she was full or had some salad if she didn't like the meal.

16. Do you _____ chew with your mouth open like that? Geez, it's making me sick watching you eat that piece of pizza.

17. Mrs. Scarlett's body was found in the lounge just moments ago, and it's still warm! Nobody has left the mansion this evening, so the killer _____ be someone in this room. It _____ be any one of us!!!

18. Ted: I don't know why Denise starting crying when I mentioned the wedding.

Pamela: It _____ have been what you said about her brother. Or, perhaps she is just nervous. After all, the big day is tomorrow.

19. _____ you always say the first thing that pops into your head? _____ you think once in awhile before you speak?

20. I was reading the book last night before I went to bed. I never took it out of this room. It _____ be lying around here somewhere. Where _____ it be? _____ be swallowed, causing serious injury or even death.

II. *must* or *have to*

1. I _____ be at the meeting by 10:00. I will probably _____ take a taxi if I want to be on time.

2. You _____ submit the application if it has not been completely filled out. Check that the name, address, and background information are correct. If the form is not accurate and complete, you will be rejected and you will _____ reapply at a later date.

3. Tina: Look at these flowers - they're beautiful! But, there's no card. Who could have sent them?

Stephanie: It _____ have been David. He's the only one who would send you flowers.

4. You _____ forget to pay the rent tomorrow. The landlord is very strict about paying on time.

5. You _____ be so rude! Why don't you try saying "please" once in a while.

6. If you are over 18 in California, you _____ take a driver training course to get a driver's license. You can have a friend or a family member teach you instead. But remember, you _____ still get your permit before you start practicing.

7. You _____ be rich to be a success. Some of the most successful people I know haven't got a penny to their name.

8. Ed: My car broke down in Death Valley last week. I _____ have it towed more than a hundred miles to the nearest mechanic.

Lilly: That _____ have cost a fortune!

9. While hiking in Alaska, you _____ keep an eye out for bears. If you see one, you _____ approach it. They are beautiful animals; however, they are wild and unpredictable in nature. You _____ be afraid of them, but educating yourself about the dangers can help keep you safe.

10. I _____ go to work tomorrow because it is Memorial Day. The best thing about a day off from work is that I _____ get up at 6:00; I can sleep in till noon if I want to.

11. Yesterday, I _____ cram all day for my French final. I didn't get to sleep until after midnight.

12. Nate: Oh no! I completely forgot we were supposed to pick Jenny up at the airport.

Barbara: She _____ still be sitting there waiting for us.

13. Ingrid received a scholarship to Yale University which will cover 100% of the tuition. She _____ worry at all about the increasing cost of education.

14. When I was a child my grandmother was continually correcting our manners. She always used to say, "One _____ eat with one's mouth open." Or, she would correct us by saying, "One _____ rest one's elbows on the table." And every time I wanted to leave the table, she would say, "One _____ ask to be excused."

15. I've redone this math problem at least twenty times, but my answer is wrong according to the answer key. The answer in the book _____ be wrong!

III. *might* *must* *should*

1. Nancy said you didn't need to buy her anything for her birthday, but I really think you _____ at least get her some flowers or a nice bottle of wine.

2. Debbie said she was really busy this week, but I think she _____ show up at the party if she doesn't have to work overtime on Friday.

3. Nina said she would come over right after work, so she _____ be here by 6:00.

4. Oh my God, he's unconscious. Don't move him - he _____ have internal injuries. Somebody call an ambulance.

5. You _____ be kidding! That can't be true.

6. Dan: Where's the remote control? I want to change the channel.

Fiona: I don't know. It _____ be under the couch. Or, perhaps I absent-mindedly took it into the kitchen. I'll check in there.

7. For most people, learning a language is a challenging undertaking. Experts agree that to make the most of your language learning experience, you _____ practice the language regularly and push yourself to maintain old vocabulary while acquiring new words and expressions.

8. New research suggests that exercise can reduce the chance of heart disease as well as cancer. That's why I told my father that he _____ start walking once a day.

9. We should invite Sally and her husband to come to the picnic on Saturday. We haven't seen them in weeks, and they _____ really enjoy a nice day at the beach.

10. Tim: While I was a student, I spent a year and a half studying Pygmy culture in the Central African Republic. My research focused on unique aspects of their social structure and religion.

Simona: That _____ have been absolutely fascinating!

11. We had better call Tony to see if he's at home before we go over to his house. He _____ be there and we don't want to drive all the way over there for nothing.

12. At first, my boss didn't want to hire Sam. But, because I had previously worked with Sam, I told my boss that he _____ take another look at his resume and reconsider him for the position.

13. You _____ worry so much. It doesn't do you any good. Either you get the job, or you don't. If you don't, just apply for another one. Eventually, you will find work.

14. I would love to go on the cruise to Tahiti with Robin and Michelle. But such a luxurious trip _____ cost a fortune. I doubt I could afford something like that.

15. The book recommends adding fresh soil and using plant food to make your garden flowers grow. Since some people might be allergic to chemicals in artificial plant foods, the book says that you _____ use an organic brand to avoid skin irritations.

Exercise 10.

Fill in the gaps with a suitable modal verb. Sometimes more than one variant is possible.

1. Unfortunately, James and Michelle had already made plans, so they _____ come with us to the exhibition at the Museum of Contemporary Art.

2. They have had several major snow storms in the mountains during the last month. We had better call the highway patrol to check road conditions. The road to Smithsville _____ be passable.

3. We should call Tim before we go over to his house; he _____ be there. I don't want to drive all the way there for nothing.

4. In order to win the pie eating contest, Norman would have to eat sixteen pies in ten minutes. He _____ possibly eat that many pies - he would explode!

5. I know Eve wants to go to the ballet with us, but we'd better call her before we get her ticket. She works Wednesday nights, and she _____ be able to get time off that evening.

6. Susan _____ hear the speaker because the crowd was cheering so loudly.

7. It _____ be a bad idea to take some snacks along while we're hiking. Last time, we got so hungry we had to come back early without finishing the hike.

8. Jerry might be angry, or he _____. You never really know with him because he's so temperamental.

9. Jerry _____ be angry at me. I've never done anything to upset him.

10. The lamp _____ be broken. Maybe the light bulb just burned out.

11. When you were a child, you could swim from here to the little island in the middle of the river, _____ you? At least, that's what your father told me.

12. She _____ possibly be the winner of the talent show! The other acts were much better than hers.

13. Frank and Sarah _____ get tickets to the concert. The concert was sold out a little over an hour after tickets went on sale.

14. I heard that band is really popular, and tickets sell out quickly. You _____ get tickets if you wait too long.

15. That concert has been sold out for weeks. You _____ get tickets even if you knew the band personally. It's impossible!

16. It _____ be a bad idea to get a car alarm for your new sports car. New cars tend to attract thieves.

17. That _____ possibly be Mr. Jones. He's lost so much weight that he looks like a completely different person.

18. You _____ do the job if you didn't speak Arabic fluently.

19. Jane and Bill _____ have gotten the invitation to the party. Perhaps, that's why they didn't show up. I doubt they would actually skip your birthday party - they're your best friends!

20. I _____ have left my keys at Simon's house. I wouldn't have been able to drive home if I had done that. They must be somewhere here in the apartment. Let's keep looking.

Exercise 11.

Fill in the gaps with a suitable modal verb from the list below. Sometimes more than one variant is possible.

**Could not might not may had better have got to
shall must**

1. I know it's rather rude, but _____ I ask you where you purchased that pocket watch? I have been looking for one like that for my father.

2. You _____ look good for your interview if you want to get the sales job. You _____ wear the white shirt and the maroon tie. I think that'll look really professional.

3. I _____ be at work tomorrow by 7:00. I _____ give a marketing presentation to one of our clients.

4. It's pretty hot in the desert at this time of year. If we are going to do some hiking, we _____ take at least two or three quarts of water with us. Actually, it _____ be hotter than we expect out there – maybe we should take a gallon or more.

5. You _____ leave the table once you have finished your meal and politely excused yourself.

6. I try a little of your Black Forest cake? It looks absolutely delicious – I _____ taste it!

7. You _____ take along some cash. The restaurant _____ not accept credit cards.

8. You _____ take along some cash. The restaurant doesn't accept credit cards.

9. _____ we move into the living room? It's more comfortable in there and there's a beautiful view of the lake.

10. I'm not really sure if Susan is going to go snowboarding with us or not. She _____ decide to stay here and study for her Japanese final. She

_____ get a good score on the test if she wants to qualify to study abroad in Tokyo next semester.

11. I _____ have a look at that necklace there in the display case. It's exactly what I've been looking for.

12. You _____ be joking! If you think I'm going to give you a tip after you mixed up the meal orders, spilled wine on me and insulted my wife, you _____ get your head examined!!!

13. Ian, Evelyn and Deborah will be attending the conference. I _____ be attending as well.

Exercise 12.

Fill in the gaps with a suitable modal verb from the list below. Sometimes more than one variant is possible.

Could, Might, Should and Would

1) Donna: If I won the ten million dollar lottery jackpot, I _____ afford to quit my job and travel the world.

Sam: Where _____ you go if you had that much money?

Donna: I don't know, I _____ choose to spend a year in Paris - or perhaps I _____ go to Kenya.

Sam: How often do you buy lottery tickets?

Donna: Never... I guess if I want to win the lottery, I _____ try buying some tickets.

Sam: That _____ help.

2) Waitress: Hi, my name is Sandy - I'll be your waitress tonight. What _____ I get for you?

Tony: I haven't decided yet. Is there anything you _____ recommend? Is there anything you think I _____ try?

Waitress: You _____ try the Cajun catfish - or perhaps the Gumbo. They're both delicious.

Tony: That sounds wonderful, but that _____ be a little too spicy for me. Actually, the prawns sound good. Umm, _____ I have the barbecued prawns?

Waitress: Sure, _____ you like a salad with that?

3) Jan: What _____ we look for in a candidate when we vote in a presidential election?

Peter: I think citizens _____ vote for a President who has the ability to improve the quality of life in the United States.

Jan: What _____ you do if you were President of the United States?

Peter: I _____ focus on reducing environmental pollution.

Jan: Every candidate always says he's going to do that, but it's a really complicated problem - it's not one which is easily solved. What makes you think you actually stop pollution?

Exercise 13.

Fill in the gaps with suitable words. Sometimes more than one variant is possible.

1. I'm not really sure where Beverly is. She _____ in the living room, or perhaps she's in the backyard.

2. Doug _____ the video we rented on his way to work. It was on the table, but now it's gone.

3. You _____ the air pressure in your tires. You don't want to get a flat tire on your trip.

4. The computer isn't working. It _____ during production.

5. The package _____ tomorrow afternoon. It was sent by express mail this morning.

6. You _____ the tickets for the play in advance - they sell out quickly.

7. You can't mean that! You _____.

8. If Debbie hasn't come home yet, she _____ for us in the coffee shop.

9. Mike decided not to join us for lunch. He _____ at work to finish the marketing report.

10. Margaret agreed to meet us at the entrance to the theater. She _____ for us when we get there.

11. It _____ Sam who called and didn't leave a message on the answering machine. He said he wanted to get together with us this weekend.

12. The machine _____ on by flipping this switch.

13. She _____. That could have been why her eyes were so red and swollen.

14. That painting _____ by Picasso. It could be a forgery.

15. Your diving equipment _____ regularly if you want to keep it in good condition.

Exercise 14.

Fill in the gaps with suitable modal verbs.

1. Susan _____ hear the speaker because the crowd was cheering so loudly.

2. The television isn't working. It _____ damaged during the move.

3. Kate: _____ hold your breath for more than a minute?

Jack: No, I can't.

4. You _____ do the job if you don't speak Japanese fluently.

5. You _____ leave the table once you have finished your meal and politely excused yourself.

6. _____ we move into the living room? It's more comfortable in there and there's a beautiful view of the lake.

7. You _____ take along some cash. The restaurant may not accept credit cards.

8. I can't stand these people - I _____ get out of here. I'm going to take off for awhile while you get rid of them.

9. We _____ no longer suffer the injustice of oppression! Freedom shall be ours!

10. The lamp _____ be broken. Maybe the light bulb just burned out.

Exercise 15.

Fill in the gaps with suitable modal verbs.

1. George has travelled a lot. He _____ speak many languages.

2. I can hear you quite well. You _____ not shout.

3. I'm not sure where I will go for my holidays but I _____ go to Italy.

4. She _____ ride her bike at night without lights. It's not allowed.

5. She _____ not eat so much chocolate because it's bad for her figure.

6. I _____ understand him. He should speak louder.

7. It's later than I thought. I _____ go now.
8. You _____ a better trainer if you want to improve yourself.
9. Talk to Ann about your problems. I'm sure she _____ help you.
10. You _____ not vacuum the carpets, Carol has already done it.
11. You _____ be tired because you have worked very hard.
12. He _____ come to my party because he is ill.
13. He _____ go to the dentist when he has a toothache.
14. It's not very important. You _____ not do it now. You _____ do it tomorrow.
15. _____ you speak many languages?
16. I don't know what I'm doing this weekend but I _____ go to London.
17. Smoking is very unhealthy. You _____ stop it.
18. Playing football _____ in this park.
19. You have got plenty of time. You _____ not hurry.
20. You _____ have a passport to visit most foreign countries.

Exercise 16.

Fill in the gaps with suitable modal verbs.

1. He _____ go skating because he broke his leg.
2. Many children in Britain _____ wear school uniforms.
3. I'm not sure but Jane _____ come to visit me this afternoon.
4. Didn't you see the sign? You _____ drive more than 30 miles.
5. He speaks a lot of languages but he _____ speak Chinese.
6. It _____ snow. It looks like it.
7. You _____ drive on the right in Britain.
8. He is a good boxer. You _____ be careful.
9. You _____ to smoke in the office.
10. This test will be very difficult. So you _____ learn a lot.
11. You _____ eat more vegetables because they are healthy.
12. I don't _____ the car. You can take it.
13. He does everything himself. He _____ no help.
14. It's going to rain. You _____ shut the window.
15. You _____ start a fire in the forest.

Exercise 17.

Translate the following sentences into English.

1. Він, мабуть, дуже втомився. 2. У них навіть є яхта. Вони, мабуть, дуже багаті. 3. Ти повинен виїхати завтра вранці? 4. Ви не повинні спізнюватися. 5. Я не повинен забувати про свою матір. Я не писав їй цілу вічність. Сьогодні ввечері я повинен написати їй листа. 6. Ця книга дуже цінна. Її не можна загубити. 7. Невже Ви маєте вже йти? 8. Я повинен визнати, що я неправий. 9. Я повинна наполегливо працювати над своєю англійською. 10. Ви повинні уважно слухати вчителя на уроці. 11. Ти повинен робити уроки щодня. 12. Ви не повинні забувати про свої обов'язки. 13. Ви повинні бути обережні на вулиці. 14. Вона повинна бути вдома зараз. 15. Мої друзі, мабуть, у парку. 16. Ви, мабуть, дуже голодні. 17. Мабуть, важко вирішувати такі завдання. 18. Я повинен сьогодні побачити мого друга.

Exercise 18.

Underline the correct variant.

1. Jim gave me a letter to post. I _____ remember to post it.
• can may must needn't
2. He must _____ to Saint-Petersburg before.
• be been have been has been
3. What shall we do this evening? We _____ go out.
• should could would ought to
4. My grandfather _____ speak six languages many years ago.
• should shall could need
5. You have just had lunch. You _____ be hungry.
• can't wouldn't shouldn't mustn't
6. If you want to become a teacher, you _____ go to teachers training college for four years.
• may should have to must
7. I haven't decided yet where to go for my holiday. I _____ go to Greece.
• can may should would
8. _____ you wait a moment, please?
• can should must need

9. _____ you help me carry this downstairs?
- may should must could
10. I was surprised that she _____ say such rude words.
- must would will should
11. I understand it very well. You _____ explain further.
- shouldn't wouldn't mustn't needn't
12. _____ you please be quiet? I'm trying to read.
- should shall would can
13. It's strange that they _____ be late.
- must should could would
14. Are you going to read the report? No, I _____. I already know what it says.
- mustn't shouldn't needn't can't
15. I didn't _____ to get up early, so I didn't.
- must should need ought

Exercise 19.

Match the sentences with the function of modal verbs.

a) Personal advice(in spoken English)	b) Thing's refusing to work properly
c) 100% certainty	d) 70% probability
e) Logical conclusion	f) Past obligation
g) Absence of necessity	h) Suggestion
i) Moral obligation	j) Annoyance
k) Annoyance+criticism	l) (un)willingness
m) Present characteristic behavior	n) Past characteristic behavior
o) Responsibility/duty	p) Past routine
q) Circumstantial obligation	r) Recommendation / personal advice
s) Vain past situation	t) Formal possibility
u) Possibility (informal)	v) Formal request

w) Future possibility 40%	x) Past possibility
y) Past possibility	z) Future probability
aa) Obligation (authority)	bb) Past ability
cc) Probability 50%	dd) Friendly request
ee) Ability	ff) Logical assumption
gg) Special ability	hh) Inner obligation
ii) Strong probability	jj) Outer obligation

1. Mum! Sue won't give me back me pencil!	2. You will know that John and Sarah are getting married!
3. The key won't fit in the lock!	4. Shall we dance?
5. We need't/ don't need(have) to go into details now, but we seem to agree on the general principles.	6. You must be mad if you think that I'm going to lend you any more money.
7. You should/ought to have got the report by now.	8. He should/ought to have asked me before he took my bike.
9. How dare she come here?	10. One shouldn't kill animals.
11. How should I know that?	12. May I ask you a question?
13. You'd better see the doctor. This pain can be something serious.	14. A baby will recognize its mother's voice soon after the birth.
15. People should/ought to be warned of the danger.	16. Are you likely to be visiting Greece again this summer?
17. Each time I gave him a problem he would solve it for me.	18. Tim would/used to visit his parents every weekend.
19. I must do it myself, otherwise I will never learn to do it.	20. It's already 7 pm. She must be driving home.

21. We needn't have prepared for the party. I told you we couldn't go there anyway.	22. You should address Susan on that matter. She knows much more than me.
23. You might have crashed the car.	24. You must arrive at work in time.
25. There's no light in the room. She must have already left .	26. Jenny's late. She could have forgotten about the meeting.
27. Can you help me in the kitchen?	28. I ran as fast as I could .
29. Strangely as it may seem, but I can drive a plane.	30. Fortunately, they were able to outlive the war.
31. She told me she would get the highest score in math. And she can be right.	32. I guess he will be able to find the necessary information at least.
33. The new might be his last major speech before the elections.	34. Sorry, it's too late. I have to leave.

Exercise 20.

Choose the correct variant.

- Your jeans are dirty. You _____ wash them.
a) should b) will c) should to
- Let's ask Jenny. She _____ know what happened.
a) ought b) might c) might be
- _____ we go to a night club tonight?
a) Shall to b) Ought to c) Shall
- I don't like this hotel. We _____ a better one.
a) will have found b) could have found c) may have find
- My car is broken. Don't worry, you _____ mine.
a) may take b) ought take c) might to take
- It's late already. _____ you see me home, please?
a) Will b) Ought c) Will to
- You _____ of your health.
a) may to take care b) ought take care c) ought to take care
- Where's Dina? She _____ be having a rest in the garden.

- a) might b) ought c) will
9. There's a good film on TV tonight. _____ it?
- a) Ought we to watch b) Shall we watch c) Could we watched
10. Jack _____ aggressive at times when he was a little boy.
- a) may be b) could be c) should be
11. You _____ us about your delay.
- a) will inform b) should to inform c) should have informed
12. I _____ spend my holidays in Italy. I'm not sure yet.
- a) might to b) may c) ought to
13. _____ the TV, please?
- a) Will you turn off b) Ought you to turn off c) Could you have turned off
14. Everyone _____ wash their hands before eating.
- a) could b) ought c) ought to
15. _____ you a cup of coffee?
- a) Shall I make b) Ought I make c) Will I make
16. I'm free tomorrow morning. I _____ you the city.
- a) may have shown b) could show c) shall to show
17. Sarah _____ her bag in the shop.
- a) could left b) shall left c) might have left
18. There aren't any free tables. We _____ one in advance.
- a) should reserved b) ought reserve c) should have reserved
19. _____ you pick up the phone, please?
- a) Ought b) Will c) Might have
20. Mary eats too much. She _____ taking exercises.
- a) ought to start b) could to start c) ought start
21. The weather promises to be fine. We _____ skiing in the forest.
- a) may have gone b) may go c) shall to go
22. We arrived late in the evening. You _____ us at the airport.
- a) will meet b) should meet c) could have met
23. The match was extremely exciting. You _____ it.
- a) ought to see b) should have seen c) should seen
24. You _____ be asked all sorts of questions. Be ready to answer!
- a) might b) might to c) ought
25. Ken didn't pass the test. He _____ have studied better.

- a) shall b) will c) ought to

Exercise 21.

Choose the correct variant.

1. Students _____ cheat in the test.
a) have to b) mustn't c) must
2. You _____ wear a uniform to school.
a) needn't b) needn't to c) must to
3. You _____ wash your face every morning.
a) must b) mustn't c) need
4. I _____ go home now. My dog needs walking and feeding.
a) have b) mustn't c) have to
5. I _____ tell anyone what happened.
a) mustn't to b) have to c) mustn't
6. You _____ worry about the children. They'll be ok.
a) needn't b) have to c) must to
7. You _____ always pay the bills on time.
a) must to b) must c) needn't to
8. I _____ take part in this conference. It's obligatory.
a) needn't b) mustn't to c) have to
9. You _____ burn fires in the forest.
a) have to b) mustn't c) must
10. You _____ make your bed. I'll do it for you.
a) needn't b) have to c) needn't to
11. You _____ keep silence in the library.
a) needn't b) must c) have
12. My brother has fallen ill. I _____ take him to the hospital.
a) must to b) needn't c) have to
13. You _____ tell lies. It's not nice of you.
a) mustn't to b) mustn't c) have to
14. You _____ wash the floors. I did yesterday.
a) needn't b) mustn't to c) needn't to
15. I _____ visit my sister tonight. I haven't seen her for ages.
a) must to b) must c) have

16. You _____ cross the road when the red light is on.
 a) have to b) must c) mustn't
17. You _____ attend the lectures in order to pass the exams.
 a) have to b) needn't to c) have
18. We _____ respect our parents.
 a) needn't b) must to c) must
19. You _____ stay in an expensive hotel. Book a cheaper one.
 a) must b) needn't c) needn't to
20. I _____ study well in order to get scholarship.
 a) must b) have c) mustn't
21. I think you _____ to thank your dad for your birthday present.
 a) have to b) have c) must
22. You _____ book tickets in advance. You'll buy them before the match.
 a) must to b) have c) needn't
23. Passengers _____ take too much luggage with them on the plane.
 a) must b) must not c) needn't to
24. Jack lives far from the office, so he _____ to take a bus every day to get there.
 a) has b) must c) have
25. Wait! I _____ check whether I locked the door.
 a) must to b) needn't c) must

TOPIC 3

ADJECTIVE AND ADVERB. DEGREES OF COMPARISON

Exercise 1.

Fill in the gaps with the correct form of the word from the list below:

Only competitive law-abiding worried nervous sympathetic
kind alone worried shy tolerant only sensible conservative
shy lonely reserved

- 1) He had been _____ about inviting us.

- 2) I'm here if you need a _____ ear.
- 3) She was too _____ to ask somebody for help.
- 4) The plants are _____ of frost.
- 5) We need to work harder to remain _____ with other companies.
- 6) He couldn't have done it! He is a _____ citizen.
- 7) At a _____ estimate, he'll be earning £50000.
- 8) His _____ answer was a grunt.
- 9) Thank you for your _____ invitation.
- 10) She's a _____ sort of person.
- 11) She was sitting all _____ in the hall.
- 12) She gave me a _____ look.

Exercise 2.

Fill in the gaps with the correct form of the word from the list below:

Only competitive law-abiding worried nervous sympathetic
kind alone worried shy tolerant only sensible conservative
shy lonely reserved

- 1) He is such a _____ person, he has scarcely got any friends.
- 2) He has a very _____ attitude to their religion.
- 3) You have to be highly _____ to do well in sport these days.
- 4) Her style of dress was never _____.
- 5) She's the _____ person for the job.
- 6) The weather was very _____ to us.
- 7) Say something _____.
- 8) Tom is not _____ in finding Rick hard to work with.
- 9) Where have you been? I've been _____ sick.
- 10) I hate all those _____ nights at home watching TV.
- 11) As a teenager I was painfully _____.

Exercise 3.

Fill in the gaps with the correct form of the word from the list below:

Sympathetic reserved nervous alone sensible lonely
competitive shy worried competitive

- 1) I think the _____ thing would be to take a taxi home.
- 2) Finally the two of us were _____ together.
- 3) I'm not _____ about her – she can take care of herself.
- 4) She lives _____ and often feels _____.
- 5) Don't be _____ -come and say hello.
- 6) Advertising is an intensely _____ business.
- 7) I'm _____ to parents who are worried about what their children see on television.
- 8) Ellen was a shy, _____ girl.

Exercise 4.

Underline the correct variant.

1. Paul is very smart; in fact he is _____ boy among his classmates.
 - more intelligent the most intelligent as intelligent
2. I have never liked studying Chemistry; it is _____ subject for me.
 - the least interesting the most interesting less interesting
3. Leo drives a car well, but Collin does it _____.
 - the best better as well
4. Richard and Timothy don't know many people at the party. Lionel and David know _____.
 - more the most as many
5. This building is very high. Actually it's _____ building in the town.
 - more higher the highest higher
6. They've got _____ money than they need.
 - less the least little
7. "This is _____ place to cross the street in," the policeman warned us.
 - more dangerous the most dangerous so dangerous
8. We'd like to buy a new house, but new houses are _____ than older ones.
 - much more expensive the most expensive expensive
9. This dress is _____ expensive than that one.
 - a bit less the least not so
10. It was a very bad mistake. In fact it was _____ mistake she had ever made.

- worse the worst bad
- 11. I want you to read _____ passage of the text.
- the next the nearest next
- 12. The nights in summer are _____.the nights in winter.
- not as long as as long as longer
- 13. The _____.said the soonest mended.
- least less last
- 14. Jim is not very tall. His brother Alec is _____.
- as tall taller the tallest
- 15. I like decent people _____.serious ones.
- as much as as more as more

Exercise 5.

Underline the correct variant.

1. The journey took a long time because the train went very (slow / slowly).
2. Mrs. Green went (quick / quickly) back to her office.
3. The work that the builders did for us was very (bad / badly).
4. The builders did the work for us very (bad / badly).
5. She organized the party very (good / well), and everybody enjoyed it.
6. Everybody said that the party was very (good / well)
7. She wrote a (polite / politely) letter asking the company to give her the money back.
8. She wrote to the company and asked them (polite / politely) to give her the money back.

Exercise 6.

Rewrite the following sentences, as in the example:

Example: Peter is a bad tennis player. Peter plays tennis badly

- | | |
|------------------------------|-----------------|
| 1. He's a dangerous driver. | He drives _____ |
| 2. She's a fast swimmer. | She swims _____ |
| 3. Martin is a good cook. | _____ |
| 4. I'm a slow writer. | _____ |
| 5. She's a wonderful dancer. | _____ |

6. Sheila is a hard worker. _____
7. They aren't quick learners. _____

Exercise 7.

Fill in the gaps with the words from the table:

the road carefully the piano badly her breakfast slowly
an hour late their homework well his car fast Arabic perfectly

Example: She plays the piano badly

1. He drives _____
2. Maria ate _____
3. They speak _____
4. You must always cross _____
5. They all did _____
6. The plane arrived _____

Exercise 8.

Underline the correct variant.

Dear Mom and Dad,

Life in New York is very exciting (exciting / excitingly). Luis and I weren't sure we'd like such a (large / largely) city, but it's so interesting! Yesterday we saw a street musician near school. He played the violin so (beautiful / beautifully) we couldn't believe he wasn't in a big concert hall. You'd be surprised to see us. We walk (happy / happily) down the (busy / busily) streets, and the noise doesn't bother us at all! I'm sending a photo of our apartment building. It looks (nice / nicely), doesn't it? It's so (quiet / quietly) we can (hard / hardly) believe it's in New York. Our next-door neighbor is very (nice / nicely). At first she seemed (shy / shyly), but now we're (good / well) friends.

We hope you're both well. Please give our love to everyone and write soon.

Love,
Maggie

Exercise 9.

Fill in the gaps with the corresponding adverb of frequency.

- a) I _____ basketball at school. (90 % - play)
- b) We _____ our grandparents at weekends. (50 % - visit)
- c) He _____ a book in English. (0 % - read)
- d) The baby _____ when he is hungry. (100 % - cry)
- e) She _____ shopping after school. (75 % - go)

Exercise 10.

Make up sentences from the words below:

- a) sometimes / cheap / are / CDs

- b) often / my birthday / forgets / he

- c) a football match / we / win / never

- d) hungry / I'm / often

- e) late / the students / sometimes / are

Exercise 11.

Fill in the gaps with the words below:

Thin/fat, beautiful/ugly, tall/short, old/new, clean/dirty, heavy/light, old/young, interesting/boring + rather/quite/pretty/very/too/enough

- 1. Your dress party is very _____
- 2. Don't eat so many sweets. You are already too _____
- 3. He is 1.80 meters _____
- 4. Our car is very _____ but we can't afford to buy a new one.
- 5. It was a very _____ film. I nearly fall asleep.
- 6. My luggage is very _____. I can carry it myself.
- 7. Your grandfather needs someone to live with him. He is very _____

8. Can Chris read yet? No, he can't, he is too _____
9. She must keep a diet. She isn't _____ enough to be a model.
10. I can't write with this pencil anymore. It's too _____

Exercise 12.

Choose the correct variant.

Test: Comparisons of adjectives and adverbs

1. You haven't got much experience. You ought to drive ____.
a) more careful b) more carefully c) the most careful
2. It would be ____ to get there by bus.
a) more quicker b) the most quick c) quicker
3. Summer is ____ season of the year.
a) more beautiful b) more beautifully c) the most beautiful
4. What is ____ way to the shopping center?
a) the shortest b) more short c) the most short
5. The test was ____ than we expected.
a) the most difficult b) more difficult c) difficulter
6. Mary is always ____ to get up.
a) the earliest b) more earlier c) the most earliest
7. Jill is feeling ____ now than she did last week.
a) badly b) more bad c) worse
8. I thought it would be ____ to learn the poem.
a) more easy b) easier c) the most easy
9. Today is ____ day of the month.
a) the most coldest b) the coldest c) colder
10. They lived ____ ten years ago.
a) happier b) more happier c) more happily
11. You should visit your grandparents ____.
a) more often b) oftener c) the most often
12. Health is ____ thing in our life.
a) more important b) the most important c) most important
13. Ann is much ____ than her brother.
a) lazier b) more lazy c) laziest
14. Dan is said to be ____ player in the team.

- a) the best b) better c) a more good
15. It's ____ designed room I have ever seen.
- a) the most beautiful b) more beautiful c) the most beautifully
16. How do you feel being ____ boy in the class?
- a) the most tall b) the tallest c) tallest
17. I wish you had been answering the questions ____.
- a) the sincerest b) more sincerely c) more sincere
18. This is ____ evening dress I have ever bought.
- a) the most expensive b) more expensive c) more expensively
19. Could you explain the point ____?
- a) the clearest b) clearer c) more clearly
20. Have you heard ____ news?
- a) later b) the latest c) the most late
21. We finished the work ____ than it had been planned.
- a) soonest b) sooner c) more sooner
22. This shirt is too big. I need a ____ size.
- a) smaller b) more smaller c) most smallest
23. The train was ____ than usual.
- a) more crowd b) the most crowded c) more crowded
24. This house is ____ than the one across the street.
- a) higher b) more high c) the most high
25. Fred is ____ person I've ever met.
- a) more serious b) the most serious c) more seriously

Exercise 13.

Choose the correct variant.

Test: Adjectives or adverbs

1. What's that noise? It sounds ____.
- a) terrible b) terribly
2. Mike takes care of his health. He does exercises ____.
- a) regular b) regularly
3. There was a _____ change in his behavior.
- a) suddenly b) sudden
4. My sister speaks Italian ____.

- a) perfectly b) perfect
5. The whole city was ____ damaged.
- a) seriously b) serious
6. Peter seemed so ____ yesterday.
- a) happily b) happy
7. See this film if you have a chance. It's really ____.
- a) interestingly b) interesting
8. The cake was _____ delicious.
- a) surprisingly b) surprising
9. The baby is sleeping _____ at the moment.
- a) peaceful b) peacefully
10. I advise you to book a _____ planned holiday.
- a) complete b) completely
11. My mom is a _____ hair dresser.
- a) professional b) professionally
12. We have an _____ view out of the window.
- a) impressively b) impressive
13. Tim always listens to the teacher _____.
a) attentively b) attentive
14. When drawing, use _____ pencils.
a) colourfully b) colourful
15. Dina thinks only about herself. She is so _____.
a) selfishly b) selfish
16. Sean is a good athlete. He can run very _____.
a) fastly b) fast
17. I'd like to try on this suit. It looks _____.
a) nice b) nicely
18. This jigsaw is easy. I can do it _____.
a) quickly b) quick
19. We all had a _____ time last weekend.
a) merrily b) merry
20. I can trust Marta. She is a _____ friend.
a) true b) truly
21. You should answer all the questions _____.

- 11) They shouted _____ at each other.
(a) angry (b) angrily
- 12) If you ask _____, I will give it to you.
(a) polite (b) politely
- 13) Try to speak _____ if you are giving a speech.
(a) clear (b) clearly
- 14) Why are you so _____?
(a) angry (b) angrily
- 15) He is a ___ driver.
(a) careless (b) carelessly
- 16) Frank always works so _____!
(a) slow (b) slowly
- 17) Sara speaks so _____ that I can't understand her.
(a) fast (b) fastly
- 18) Sara opened the door _____.
(a) slow (b) slowly
- 19) It is a beautiful _____ day.
(a) clear (b) clearly
- 20) Jessica writes so _____. Look at these mistakes!
(a) careless (b) carelessly
- 21) Hank drives _____. I'm worried about him.
(a) dangerous (b) dangerously
- 22) I didn't sleep _____ last night, so I feel _____ today.
(a) good, terrible (b) well, terrible (c) well, terribly
- 23) Lee is a _____ speller.
(a) bad (b) badly
- 24) _____ the car changed directions.
(a) Sudden (b) Suddenly
- 25) Please try to be more _____.
(a) careful (b) carefully
- 26) If you want tourists to visit your country, you must treat them _____.
(a) pleasant (b) pleasantly
- 27) Liberace played the piano _____.
(a) perfect (b) perfectly

- 28) Max is a _____ talker, but he never listens.
(a) fast (b) fastly
- 29) Shannon writes very _____.
(a) neat (b) neatly
- 30) Karen is the best student in class. She studies _____.
(a) hard (b) hardly

Grammar

1. a) Find the active verbs in the following sentences. Change them to passive voice.

1. The supervisor will review the report before he sends it to the manager.
2. We found errors in the self-audit, but we have corrected them.
3. If you have questions, call me at 712 288 - 1144.
4. I have attached the current status report, and I have highlighted the important figures.
5. We must collect and tabulate the survey responses before we can know our employees' opinions.
6. If most of the survey respondents express negative opinions, we may need more research before we proceed with the project.
7. Follow the recommended guidelines for replacing equipment.
8. According to the customer service representative, the company will consider reshipping these items based on the customer's needs.
9. Joyce Carmen welcomed the participants and introduced the keynote speaker.
10. We discovered and corrected two serious omissions of income before the auditor reviewed the accounting records.

b) Complete the article with the appropriate passive form of the verbs in brackets.

Low paid manual workers (1 charge) _____ 10 to 20 per cent more for their motor insurance than high-earning professional people, according to data from the Automobile Association. One man (2 quote) _____ £713 for car insurance when he gave up his job as IT consultant. But when the same person, with the same car and address gave up his job as factory worker, he (3 offer) _____ cover for a cost of £793.

So what are the best and worst jobs for car insurers? The highest rates (4 attract) _____ by high-earning sportsmen, because they often drive fast, expensive cars. Nightclub staff (5 see) _____ as high risk because they park their cars in areas of high crime in night. At the other end of the scale, the lowest premiums (6pay) _____ by accountants. They (7 believe) _____ to be careful people who take few risks when driving.

2. Open parentheses using verb in Active Voice or Passive Voice.

1. He (to give) me the report next week.
2. The answer to this question can (to find) in the business plan of company.
3. “Kharkiv Polytechnic Institute” (to found) by Kirpichev.
4. You can (to find) interesting information about the company at this web-site.
5. I hope the invitation (to accept) by everybody.
6. Soon he (to send) on a business trip.
7. The article (to publish) last week, if I’m not mistaken.
8. What must (to paid) attention to?
9. Polytechnic (to divide) into two parts: poly and technical.
10. She (to speak) very highly with the manager.

MODULE 4
IMPROVING YOUR READING AND
SPEAKING SKILLS
TERM I
TEXT 1

Read the article about taking a gap year before going to university. Five sentences have been removed. Choose from the sentences A – G the one which fits each gap (1 – 5). There is one extra sentence which you do not need to use.

Filling in the gaps

18-year-old Monika Lutz had dreams of a career helping to solve economic and social problems in poor countries. 0) G During that time, she worked with a company that is trying to bring solar power to villages in such countries.

A growing number of students are deciding to take a gap year. 1) Some want to try out a career to see if they like it, while others travel with the aim of seeing more of the world. Others want to make some money, but doing unpaid work is also popular, as is taking classes in something completely different from school subjects.

Gap years have been common for many years in the United Kingdom. This hasn't been the case in the United States, however. 2) These help students who haven't made their own plans for their year off to prepare for it or find work. More colleges and universities are introducing new rules to allow students to delay entry to higher education more easily. There are at least 30 'gap fairs' all over the country which advertise various programmes.

After joining a gap-year programme last June, Casey Santi, 18, of Winnetka, Illinois, studied French and History, travelled, and did community work in Europe and Africa. According to Casey, stress during the final year of high school put her off going straight to university. 3) This left her better prepared for starting her degree in the subject.

Several surveys seem to show that Casey is not the only student saying that stress during the last years of school causes them to 'burn out'. In one survey, carried out by authors Karl Haigler and Rae Nelson for their guidebook on the topic of gap years, students said this was the main reason they wanted to have a year off. 4) _____ The writers also discovered that students who take a gap year seem to have more energy and enthusiasm for their subject when they do start university.

Beth Parker says her gap year experience meant a complete turnaround. She knew going to university straight after school would have been a waste because she just wasn't ready. However, 12 months later, Beth is now in her first year of a degree course. She's doing well and getting very good grades. She's even become the editor of the university magazine. So gap years may work out well for many students. Monika Lutz, for example, realized after her year abroad that she was not ready to spend her whole life solving the problems of poor countries. 5) _____ She now plans to look into other careers. So if you are thinking about taking a gap year, the best thing is to do your research and think carefully about your reasons for doing it.

A The second most important was that they wanted to find out more about themselves.

B And while living abroad was a good way for her to learn a language, her other academic skills suffered.

C She needed time for herself, and actually found that the whole experience increased her interest in art.

D They have different reasons for wanting to do this.

E A few weeks of living in a hut was enough to change her mind.

F But nowadays, organized gap-year programmes are becoming more popular there too.

G So, after secondary school, she took a gap year – a year off before going to university.

TEXT 2

The cost of university

Students usually go to university to improve their career prospects so that they can get good jobs and earn good salaries. In the past, most students found university challenging and fun. However, many professors are worried that now, students worry most about money and concentrating in class.

The government in Britain gave students 'grants' before. A grant was money so that students could live and study. Now, there are no grants and more students are working while they are at university. However, having a job has affected their studies – 21% of students say that they don't complete their work on time because of their jobs. Around 13% of students say that they miss up to five hours of class a week because of working and 17% say they missed classes because employers made them work extra hours. The jobs that students do are often badly-paid and the working conditions aren't very good, but students can't find better jobs because they don't have the qualifications and they can't work full-time.

Working is also affecting many students' concentration. According to a recent survey, the average length of time a student can concentrate in class is just ten minutes. At first, experts thought it was because of new technology and changes in learning styles. Young people today usually only spend a short time looking at websites and they tend to read and write short texts. Experts say this is why many young people have short attention spans. However, it seems that for many students, poor concentration in class is the result of working. A third of students who have part-time jobs say they find it hard to concentrate in class because they are tired and stressed.

The results of the survey also showed that many students find it hard to set goals and make decisions about different aspects of their lives. They say school education fails to provide students with life skills and the ability to live on their own when they leave school.

Read the text. Tick (✓) true or cross (✗) false.

1. The biggest problem for students now is having fun.
2. Around a fifth of students are late with their work.

3. The jobs students usually do have good conditions.
4. For many students, their poor concentration is due to changes in learning styles.

Read the text again and answer the questions.

1 Why do students usually go to university?

2 Do students get grants now?

3 How long can most students concentrate?

4 The survey shows students have two other problems. What are they?

5 According to the survey, does school education help students after they leave school?

TEXT 3

JOB INTERVIEWING. GETTING DOWN TO BASICS

A job interview is your chance to show an employer what he or she will get if you're hired. That is why it is essential to be well prepared for the job interview. There exist five basic types of interviews:

The Screening Interview

This is usually an interview with someone in human resources. It may take place in person or on the telephone. He or she will have a copy of your resume in hand and will try to verify the information on it. The human resources representative will want to find out if you meet the minimum qualifications for the job and, if you do, you will be passed on to the next step.

The Selection Interview

The selection interview is the step in the process which makes people the most anxious. The employer knows you are qualified to do the job. While you may have the skills to perform the tasks that are required by the job in question,

the employer needs to know if you have the personality necessary to “fit in.” Someone who can’t interact well with management and co-workers may disrupt the functioning of an entire department. This ultimately can affect the company’s bottom line.

The Group Interview

In the group interview, several job candidates are interviewed at once. The interviewer or interviewers are trying to separate the leaders from the followers. The interviewer may also be trying to find out if you are a “team player.” The type of personality the employer is looking for determines the outcome of this interview. There is nothing more to do than act naturally.

The Panel Interview

The candidate is interviewed by several people at once. It can be quite intimidating as questions are fired at you. You should try to remain calm and establish rapport with each member of the panel. Make eye contact with each member of the panel as you answer his or her question.

The Stress Interview

It is not a very nice way to be introduced to the company that may end up being your future employer. It is, however, a technique sometimes used to weed out those that cannot handle adversity. The interviewer may try to artificially introduce stress into the interview by asking questions so quickly that the candidate doesn’t have time to answer each one. The interviewer may also ask weird questions, not to determine what the job candidate answers, but how he or she answers.

Preparing for the Interview

Before you begin to think about how you will dress for the interview, or answer questions, you should gather as much information about the employer as you can. Not only will you appear informed and intelligent, it will also help you make a decision if a job offer is eventually made. You might also want to prepare for answering questions by listing some of your attributes. Talk to former co-workers with whom you worked closely. Ask them to list some traits about you that they most admired -work related, of course. You want to seem somewhat spontaneous, but you also want to appear self-confident.

The way to do that is to rehearse, not exactly what you will say, but how you will say it. A great method is to rehearse in front of a video camera. Study your posture, the way you make eye contact, and your body language.

Dressing for the Interview

Appearance is very important and whether we like it or not, it is the first thing people notice about us. You should match your dress to employees in the workplace in which you are interviewing and probably take it up a notch. If dress is very casual, those being interviewed should wear dress pants and dress shirts or skirts and blouses. Don't choose a Friday, since many offices have "casual Fridays." Your hair should be neat and stylish. Your nails should be well manicured and clean. Men's nails should be short. Women's nails should be of a reasonable length and polished in a neutral color. Also for women, makeup shouldn't be heavy. Perfume or cologne should be avoided as some people find certain scents offensive.

Establishing Rapport

Since the interviewer's job is to make sure that not only your skill, but your personality as well, is a good match, you must establish rapport with the person or persons interviewing you. That begins the instant you walk in the door. Let the interviewer set the tone. Nothing is as awkward as offering your hand and having the gesture not returned by the other person. Therefore you should wait for the interviewer to offer his or her hand first, but be ready to offer your hand immediately.

Body Language

They say that body language gives more away about us than speech. Eye contact is very important but make sure it looks natural. A smiling, relaxed face is very inviting. Hands resting casually in your lap rather than arms folded across your chest also is more inviting.

Answering Questions

When it comes down to it, isn't this the main point of the interview? Speak slowly and clearly. Pause before you answer a question. Your answers will seem less rehearsed and it will give you a chance to collect your thoughts.

Asking Questions

Usually toward the end of the interview, the person conducting it will ask you if you have any questions. You should have some. You should ask about

what a typical day would entail. You could also ask what special projects you would be working on. As in every other aspect of the job search, you are trying to show the employer how you can fill their needs.

Illegal Questions

We have all heard horror stories of interviewers asking job candidates inappropriate questions, such as those about marital status, age, and family status. These questions should not be asked, but it is up to you whether to answer them.

Money Questions

Money is a very sensitive topic. The candidate shouldn't bring it up. However, the interviewer may bring it up first. He or she may ask what salary you hope to earn. You must prepare for this question before the interview. Find out what others in the same position are earning. Always give a range, not an exact number. This will help keep you from pricing yourself out of a job. You don't want the employer to think they can't afford you, but you also don't want them to think you are a cheap commodity.

After the Interview

This is something that is too often neglected. It's the thank you note or follow-up letter

It is your chance to reiterate something you mentioned on the interview or bring up something you forgot to mention. It is also a nice gesture and a simple matter of politeness.

Here are some tips relating to your appearance and body language. For each one select the correct missing word from the options below:

1. Make sure your clothes are clean, but _____ wear obvious logos or designer names.

- a) do b) don't c) must

2. Don't use _____ much deodorant or perfume!

- a) to b) too c) two

3. Don't wear too much jewellery. Interviewers don't _____ like rings!

- a) never b) sometimes c) usually

4. Wear _____ that are smart, but comfortable.

- a) cloths b) clothes c) covers

5. Arrive well _____ the interview time.

- a) before b) after c) later than

6. Make eye _____ with the interviewer when you are introduced.

- a) contactation b) contiction c) contact

7. Give a firm handshake, and make sure you _____!

- a) snarl b) smile c) snigger

8. Don't _____. This will distract the interviewer from what you're saying.

- a) fidget b) figgit c) fijit

9. Don't appear over-confident, for example by leaning too far back in your chair, but do try to _____.

- a) relax b) relapse c) collapse

TEXT 4

University Education

A university education is expensive. You can borrow money from a bank, but if you do so, you will have to pay it back when you start working. In some countries you are not obliged to start making repayments until your salary is above a certain level, but you can't put it off forever! This means that a fairly large proportion of your earnings will have to go towards paying back your loan in the years after you graduate. Alternatively, you can try to work and study at the same time; you will get the education you want, and earn the money to pay for it. Does this sound ideal? Before you embark on such a course, there are some things you should bear in mind.

By combining work and studies, you will have an advantage over full-time students. Yes, their timetable will be less full than yours, but you will have one thing they don't: experience. If you are studying a subject related to your work, your real-life experiences in the workplace will help you understand the subject better. But even if your work is unrelated to your studies, you will still learn a lot about balancing tasks, co-operating with others, and so on.

Of course, working and studying at the same time can be stressful, and time management is very important. Make a plan for each day and each week –

and stick to it! Set yourself goals, like completing your assignment by tonight, or finishing a task at work by lunchtime, and then give yourself a small reward for achieving it. Buy yourself a chocolate bar, go cycling, or take an evening off to be with friends – whatever makes you happy. And speaking of friends, make sure you keep in touch with them through email, text messages, social networking sites, and by meeting up face-to-face. The opportunity to share ideas and experiences, get and give advice, and have fun together will keep you motivated and less lonely. In short, human relationships are essential for your psychological health, especially when you are stressed.

Of course, there will be times when you must be on your own so you can focus on your studies. In the busy life of a working student, it is easy to lose sight of the ultimate goal, which is to get an education. If you find it impossible to balance the demands of working and studying at the same time, you might be better off getting a bank loan after all.

Task 1. Are the statements true or false?

1. The author warns that it may take forever to pay off a study loan.

2. The author thinks having a job is only helpful if it has something to do with your studies. _____
3. The author advises a system of short-term deadlines and treats for success. _____
4. The author suggests that using social media can help you to stay happy and beat stress. _____
5. The author advises against taking a loan if balancing work and study becomes difficult. _____

Task 2. Read the text and find the correct place (1-4) for the headings.

There are two extra headings,

- A** Earning and saving
- B** Expectations
- C** Spending
- D** Bank accounts
- E** Changes due to the economy

TEXT 5

Britain's ambitious apprenticeship reforms are in trouble

A drop in the number of apprenticeships is just the start of the problem

In 1563 Parliament passed the Statute of Artificers, to “banish idleness, advance husbandry, and yield unto the hired person...a convenient proportion of wages.” The aims of skills policy have changed little in the intervening centuries (although a modern government might think twice before compelling unmarried persons below the age of 30 to take an apprenticeship). 1. _____ If Britain wants to import fewer workers after Brexit, and raise its dismal productivity, it needs to improve the training on offer to its youngsters. Little wonder politicians of all hues wax lyrical about the importance of apprenticeships.

The government's ideas are suitably ambitious. The biggest change is the apprenticeship levy, which was introduced a year ago this month. It aims to help fund 3m new apprenticeships which the government has promised to create from 2015 to 2020, while raising the quality of training. 2. _____ The money is held in an online account, and can be spent by the firm on apprenticeship training over the next two years, after which they lose any unspent funds. Ministers are also introducing more rigorous standards that apprenticeships must meet.

3. _____ like engineering and construction, to Britain's modern service economy. Since all large companies have to pay into it, the levy aims to reward firms that invest in training and elabele those that do not, while making the system more responsive to the needs of employers. As Ewart Keep of Oxford University notes, it also provides the Treasury with some “magic money” to hit the 3m target.

The early signs suggest things are not going to plan. The number of apprenticeships has fallen – down 40% in the six months after the introduction of the levy. Some of this may be because the system is still bedding in, and because the tougher provisions have made apprenticeships a costlier option for employers. But excessive bureaucracy has put off many firms, as has a reduced subsidy for small businesses, which do not pay the levy.

And although higher standards have helped in some places, other training providers are simply rejigging existing courses to meet apprenticeship requirements. Several universities have elabeled their MBAs as apprenticeships, attracting a subsidy of up to 90%. Meanwhile, apprenticeships for roles such as shop assistants and hospitality staff, which offer little training and lead to low-paid jobs, are proliferating. Reform, a think-tank, finds that 37% of people doing an apprenticeship on the new standards are on a course that fails to meet the international definition for such training.4. _____

This has prompted worry about the apprenticeship brand in industries where it is more established, says Verity Davidge of the EEF, which represents manufacturers. Moreover, the government may have little incentive to crack down on courses of dubious value, since doing so would put its target at risk. When it was announced, ministers promised the levy would increase the number of apprenticeships and improve their quality. 5. _____

Read the article about apprenticeship reforms. Five sentences have been removed. Choose from the sentences A - E the one which fits each gap (1 - 5)

A. “If you tried to explain what is happening to someone from a German or Swiss company they would just stare at you as if you were off your head,” says Mr. Keep.

B. Nevertheless, there is a new urgency to reform these days.

C. Increasingly, it looks as if it could do just the opposite.

D. Organisations with wage bills of more than £3m (\$4.3m) a year pay, in effect, a 0.5% tax on salaries.

F. The underlying challenge, which governments have struggled with for decades, is to adapt a system that works well in traditional industries,

TEXT 6

Branson’s new route to more jobs by Celia Weston

For many young people lucky enough to get a job after leaving school or college, the biggest shock of the transition to work is how few holidays they get.

Having spent their academic years working an eight or nine- month year, it can be depressing to realize that for the rest of their working lives they will be able to take only four weeks off a year.

Many would jump at the chance to take three months off – and that’s exactly what happened a – Virgin Atlantic, the airline run by Richard Branson. He believes the new initiative could help to reduce unemployment.

Faced last autumn with the recession and with its failure to acquire more flight slots out of Heathrow airport, the company was having to consider redundancies. Mr. Branson wrote to staff saying that cutting back

on jobs was “something I have never wanted to do”.

Instead he invited employees to take up to six months unpaid leave and to participate in a job sharing scheme.

The immediate crisis passed but the idea of a shorter working year took off. When the company later asked for 300 volunteers to take three months unpaid leave, 450 put their names forward. Mr. Branson said: “To be fair and share it around, in some cases we said that people could only take six weeks.”

Most of the volunteers were cabin crew but other staff, including secretaries and pilots, took advantage of the offer as well. “And when they came back from their break ... they definitely seemed to enjoy work more,” he said. The company tends to recruit and train its own staff from scratch. As Mr. Branson said: “If you’ve been at college or *on the dole*, working for only nine months still makes you a lot better off financially than you were before.” He believes there is a broader social benefit to be achieved. “If you are only taking on people for nine months, that will enable others who would otherwise have no work or be living on the dole to have a chance too.”

And he goes further. “I think this should be the basis of a pattern across the whole European Community for the first few years of working life.”

Nor was a shorter working year only applicable to young people. “If older women and men with children can afford it because one partner’s working 12 months and the other nine, I think a lot of people would like to earn slightly less and be able to spend more time with their children,” Mr. Branson said.

This year the scheme is on offer again, although not over the busy summer period. “All the people who took time off last year would like to do so again,” Mr. Branson said. But its realization depended on whether the company

could recruit enough people to allow 400-500 existing staff to take three months off.

The company was considering whether the arrangement should become a permanent feature, Mr. Branson said. "For new people being taken on in most departments, we're thinking about making nine-month working a standard contract."

Work in groups. Discuss these questions:

1. What are your views on Richard Branson's scheme? Would you like to participate in such a scheme?

2. Would such a scheme succeed in the firm you work/have worked for? Why not?

3. Why do you think so many of Virgin's cabin crew took advantage of the scheme?

4. Could this kind of scheme only succeed with a youthful staff who have few family responsibilities?

5. How could you persuade people who have considerable working experience and are used to earning a certain wage that they should take a pay cut?

6. What do you think of the following:

a) four-day week

b) seasonal work

c) job sharing

TEXT 7

Money survey

A recent survey has investigated the way American teenagers aged 16 – 18 relate to money – what they do with it, how they are affected by the recent financial problems in the world and what they expect in the future. The results make interesting reading.

1. Of those surveyed, almost all have a mobile phone and more than three-quarters have an iPod or MP3 player. 66% own a computer, 46% own a TV and 27% own a car. However, most of their own money is spent on clothes. Three out of four teens reported that they have bought new clothes in the past three months, and for girls this figure was much higher (86%). If they were given the choice,

63% said they would choose a new pair of jeans rather than tickets to a concert, and 75% would choose a new pair of shoes rather than 50 new MP3 downloads.

2. Over two-thirds of these young people do some form of work in order to earn money. The average earnings are \$1,630 per year, with boys earning more than girls. Most teens also save money – they are usually saving up for clothes, a piece of technology, future university expenses or a car. Only 21% of teens are not saving at all. However, if they were given \$500, over half of those surveyed said they would spend the money rather than saving it.

3. The world has been hit hard by financial problems lately and 93% of the teens said that this had affected them and their family. Most of them are finding that they have less to spend and therefore they are shopping more carefully. 55% wait for items to go on sale at reduced prices and 42% do research to compare prices and choose the best deals. Sales of tech gadgets to teens remain strong, but spending on expensive clothing has dropped. More teens are shopping in cheaper stores and looking for second-hand bargains, while some are starting to make their own clothes.

4. Many teenagers are worried about rising university costs and the difficulty of finding jobs. However, 59% still believe they will be in a better financial position than their parents in the future. At the same time, 65% expect that their choice of career will be based on their passion for the job, while only 15% think it will depend on how much money they can earn.

Read the text again and choose the correct answer: a), b) or c).

1. The survey was conducted

a) by teenagers b) in the USA c) due to financial problems

2. In the past three months, 75 per cent of the teenagers have bought

a) new clothes b) new shoes c) an iPod or MP3 player

3. The survey found that boys than girls.

a) are more likely to have a job b) get more money from their work
c) save more money

4. As a result of problems in the economy, teenagers

a) aren't saving much money b) don't go shopping very often,
c) shop more carefully than they used to

5. Recently fewer teenagers have been

- a) buying high-tech equipment b) buying expensive clothes
- c) spending money in cheaper shops
- 6. Almost sixty per cent of the teenagers think that in the future
- a) they will have more money than their parents
- b) it will be difficult to get a job
- c) money will be the most important thing when they choose a job.

Look at the headings to different sections in the text. Can you guess what they mean?

- 1. Publicity stunts
- 2. Buzz agents
- 3. Negative buzz
- 4. Catch the cool kids
- 5. Online buzz

Read the text quickly. Match the headings with the paragraphs. Were your guesses correct?

TEXT 8

Supply and Demand

In the business world, it's common to hear and see references to supply and demand. With that said, few individuals possess a thorough understanding of the idea and its wide-ranging impact on markets, prices, and consumers. In short, **supply and demand** refers to the force of consumers (or how much customers want or need to buy something) in relation to the available supply (or how much of something companies are able to sell). Generally speaking, **high demand** results in **limited supply and increased prices**, and **low demand** results in an **ample supply and decreased prices**.

This latter phenomenon – the correlation between supply and demand and prices - might sound confusing at first, but it's actually rather simple. When there isn't enough of something available for sale to satisfy demand (or so that everyone who wants this "something" can simply purchase it), manufacturers, or businesses that produce a product or products, charge more; they are able to do so because they aren't faced with competition (as whatever they're selling is in

demand and presumably not offered by many other businesses), and customers are willing to pay more to secure said product. Inversely, if something is available in abundance, companies will have to contend with competition, or actions taken by a company that're designed to improve its market standing, sales, and ultimately, profits.

An example will make the concept of supply and demand entirely clear. Imagine that a company creates a fantastic video game system that many customers want to buy. Demand will build both naturally and as the product isn't available to buy (this marketing technique is utilized by many companies today; not being able to purchase something seems to create consumer buzz), and if the supply doesn't increase to give every willing customer a system, prices will rise. In other words, if customers have no other way to buy the system than through its manufacturer, and are having a hard time finding the system to buy, they'll be willing to pay more to buy it.

On the other side of the coin, a product that's not proprietary, is widely accessible, and can be sold by any company – pasta, for instance – will be manufactured, marketed, and sold by a number of businesses. One company might sell a box of pasta for \$10, and another company could respond to this price by selling their own pasta for six dollars, and another company could sell their pasta for four dollars, and so on and so forth until the price has been driven down to a very affordable rate. Demand won't be particularly high in this scenario, as there will be plenty of the product at-hand to go around. Moreover, demand comes before competition; if demand is relatively low because a supply is high, prices will fall and some degree of competition will occur.

Answer the following questions :

Question 1:

What is supply and demand?

1. The amount of something that's available to purchase
2. How much consumers are willing to pay for a product
3. The maximum possible price for a product
4. The force of consumers in relation to the available supply

Question 2:

What prices do high and low demands create, generally speaking?

1. High demand creates low prices
2. Low demand creates high prices
3. High demand creates high prices and low demand creates low prices
4. Both demand types create low prices

Question 3:

If a company produced a small quantity of an in-demand product, what would happen to prices?

1. They would rise
2. They would fall
3. They would stay the same
4. None of the above

Question 4:

Companies sometimes limit their supplies to:

1. Decrease demand
2. Increase prices
3. Increase demand and lower prices
4. Decrease demand and lower prices

Question 5:

What is commonly associated with low demand and low prices?

1. Proprietary products
2. Ample competition
3. Items that can be crafted by many companies
4. B and C

TEXT 9

The Stock Market

In conversation, media, and the news, it's common to hear talk of "the market," short for the stock market. And while most everyone knows about the stock market, once again, few actually know what it is, how it functions, and what purposes it serves.

The **stock market** is the platform through which **shares** – or pieces of ownership of a **company** – are bought and sold by **investors**; investors who own shares of a company are referred to as **shareholders**. Thus, the stock exchange allows investors to potentially improve their worth (provided the **stock price** of their investments increases, or provided they receive **dividends**, or small, pre-planned payments from a company paid to shareholders), and companies to have the benefit of being publically operated, and also, for company founders to cash-in on stock (by selling their shares of the company once it goes public).

Trading shares is a relatively straightforward process. Through a licensed **stockbroker**, **brokerage firm**, or **trading website**, one simply places an order for the desired number of stock in a designated company; a small fee is usually paid to the party responsible for performing the trade (be it a person, firm, or website). There is always another individual looking to sell or buy a particular stock, given the magnitude of the exchange, and there are therefore almost never delays in the process. There are also a number of other, more complex stock purchase and sale types for buyers and sellers to choose from.

Anyone who owns stock in a company owns a piece of its assets relative to their share count. For example, a company with a stock limit (which is determined during an **IPO**, or initial public offering, wherein a company's initial price and stock count are set before it debuts on the exchange), of 100 (hypothetically speaking, of course) would be 25% owned by an individual who possessed 25 shares.

Answer the following questions:

Question 1:

What's traded on the stock market?

1. Money, from investor to investor.
2. Shares, or pieces of publically traded companies.
3. Property and other physical assets.
4. Privately owned companies.

Question 2:

How can stock be purchased by an investor?

1. Through a licensed stock-trading website.
2. Through a licensed stockbroker.

3. Through a licensed stock brokerage firm (as opposed to an individual broker).

4. All of the Above.

Question 3:

How can each stock be bought and sold at any time; how are there so many different customers?

1. Stocks that nobody wants are sold into thin air.

2. Certain stocks cannot be bought and sold at one's convenience.

3. The stock exchange is a massive international platform that bases its stocks' prices on demand, and there are therefore always buyers and sellers available.

4. Some companies buy their own stock back.

Question 4:

What is an IPO (initial public offering)?

1. Any company's scheduled, fixed-amount payout to investors.

2. The trading price of a company that's making its stock exchange debut.

3. The amount a publicly held company pays to become privately traded.

4. A company's value.

Question 5:

How is the value of a company's stock determined?

1. By company executives.

2. By the company's CEO.

3. By the company's customers.

4. By stock market investors, who respond to a company's outlook by buying or selling, and in turn, enhancing or minimizing demand.

TEXT 10

Banking

Banks are financial institutions that provide customers with a variety of valuable services, including the ability to wire money to a person or company, the ability to store money in a checking or savings account, the ability to collect interest on investments, the ability to receive loans, and much more.

Banks are most commonly used by customers who wish to store their money and access it as needed, with a **debit card** (a card that's simply attached to the funds in one's account), or **checks** (individually numbered paper slips that can be used to designate a transfer of funds). **Checking and savings accounts** are the primary means of storing money in a bank; a checking account is designed to house money that will be spent, while a savings account is designed to house money that will be saved. Banks usually pay a small amount of **interest**, or a payment in the form of a percentage of a customer's deposited balance, to customers. This is their way of showing support for clients who entrust them with their money.

These funds are then used by banks, along with their credit, to perform other functions and offer additional services. For example, many customers use banks to secure **home mortgages**, or multiyear loans through which ownership (or **equity**) of a home is achieved. Customers demonstrate that they're able to pay a mortgage back (usually by providing proof of income and investments, in addition to a **down payment**, or a lump sum paid up front), and select a time period for this mortgage; short mortgage payment periods require larger monthly payments, but customers are charged less interest, while longer mortgage payment periods require smaller monthly payments, but customers are charged more interest.

Lastly, many banking customers request a **personal loan**. Personal loans are loans issued and approved by financial experts that're designed to be used by customers for specific purposes. For example, one may secure a personal loan for a business plan or an automobile. Personal loans, like home mortgages, are issued based upon a customer's ability to pay the borrowed sum back; banks also charge a small amount of **interest**, meaning in this case a percentage of the borrowed money extra, besides its core balance.

Answer the following questions of understanding:

Question 1:

What are banks?

1. Desktop containers wherein money is stored
2. Multifaceted financial institutions that provide an array of services
3. Places where companies earn extra money

4. Establishments used exclusively by investors to increase their worth

Question 2:

How is money most commonly stored in a bank?

1. In the vault
2. In the form of stocks and bonds
3. In personal checking and savings accounts
4. In a number of safes

Question 3:

What is a home mortgage?

1. A means through which banks pay customers for their home
2. A complex home ownership plan sold by banks to clients
3. Fees charged by a bank for home repair costs
4. A loan commonly issued by banks that allows qualified clients to own their home, provided they offer a down payment and pay their monthly mortgage bill for the agreed upon period

Question 4:

What is a personal loan?

1. Money given freely by creditors for almost any purpose
2. A loan offered by creditors to be used for the payment of a house
3. A loan issued by a creditor to a qualified individual for a pre-determined purpose
4. Money available to anyone who visits a bank twice weekly

Question 5:

What is interest?

1. The amount of attention given or shown by a person
2. A percentage of a sum that is charged to credit customers
3. The means through which a creditor or provider of funds is paid for his or her support
4. 2) and 3)

TEXT 11

How Entrepreneurs Come Up With Great Ideas

There is no magic formula.

But that doesn't mean there's no formula at all.

At the heart of any successful business is a great idea. Some seem so simple we wonder why nobody thought of them before. Others are so revolutionary we wonder how anybody could've thought of them at all.

But those great ideas don't come on command. And that leaves lots of would-be entrepreneurs asking the same question: How did everybody *else* get inspiration to strike – and how can we work the same magic?

To find out, we turned to the experts – the startup mentors who discuss launching businesses at our Accelerators blog, as well as other investors, advisers and professors who have seen and heard countless success stories, and entrepreneurs who have written success stories of their own. They saw inspiration coming from all sorts of sources – everyday puzzles, driving passions and the subconscious mind.

Here's what they had to say.

Look at What's Bugging You

Ideas for startups often begin with a problem that needs to be solved. And they don't usually come while you're sitting around sipping coffee and contemplating life. They tend to reveal themselves while you're hard at work on something else.

For instance, one company of mine, ear Feeder, came about because I wanted news on music I loved and found it hard to get. So I created a service that checks your computer for the music you have stored there, then feeds you news from the Internet about those bands, along with ticket deals and other things.

David Cohen Founder and CEO, TechStars

You're Never Too Old

Mark Zuckerberg with Facebook, Paul Allen and Bill Gates with Microsoft, Steve Wozniak and Steve Jobs with Apple – those success stories lead some people to think that coming up with big ideas is a young person's game. But the tech entrepreneurs who rose to early fame and fortune are just the outliers.

5 _____

Research that my team completed in 2009 determined that the average age of a successful entrepreneur in high-growth industries such as computers, health care and aerospace is 40. Twice as many successful entrepreneurs are aged over 50 as under 25, and twice as many over 60 as under 20.

Vivek Wadhwa

Vice president of academics and innovation, Singularity University

Be Present in Life

Start your brainstorming with problems that you are personally invested in. Building a business is hard as hell and takes the kind of relentless dedication that comes from personal passion.

The next big question is "How?" Great ideas and innovations come from executing on your idea in a different way than everybody else is attacking it, if they're attacking it at all. A great way to do this is to look outside of your industry to see how others are solving problems. Approaches that they think are routine might be out of the ordinary for you – and inspire great ideas.

Also, most businesspeople tend to ignore our creative side until we really need it. Making sure that your life has a balance of the arts is a great way to stay engaged creatively.

This last tip will seem insanely obvious.

4 _____

I'm sure you can relate to how overconnected we all are. Something as simple as having a cup of coffee becomes a juggling act of replying to emails and managing schedules. It's easy to miss a potential piece to your innovation puzzle when it's right under your nose if you aren't there.

Angela Benton

Founder and CEO, NewME Accelerator

Ideas Are Abundant; Drive Isn't

Perhaps the greatest factor that determines whether or not an entrepreneur will be successful isn't the business idea itself, but rather the entrepreneur's willingness to try (and keep trying) to turn the idea into reality. Great ideas are abundant, but it's what we decide to do with them that counts.

Samer Kurdi

Chairman of the global board, Entrepreneurs' Organization

Let Your Subconscious Do the Work

When the mind is occupied with a monotonous task, it can stimulate the subconscious into a eureka moment. That's what happened to me. The business model for my company, ClearFit, which provides an easy way for companies to find employees and predict job fit, hatched in the back of my mind while I was driving 80 miles an hour, not thinking about work at all.

The subconscious mind runs in the background, silently affecting the outcome of many thoughts. So, take a break and smell the flowers, because while you're out doing that, your mind may very well solve the problem that you are trying to solve or spark a solution to a problem you hadn't considered before.

Ben Baldwin

Co-founder and CEO, ClearFit

Attack Practical Problems

6 _____

Then ask yourself, is this a problem I could solve? And how much time and money would it take to test my idea?

That last point is crucial. As my sage Stanford professor Andy Rachleff encouraged me, "Make sure you can fail fast and cheaply." In business school, I had a couple of big ideas. One was improving domestic airline service – which would have cost millions and taken years. I decided to pursue another opportunity that was a lot cheaper and would show results faster – a clothing line called Bonobos.

In the end, it took me just nine months and \$15,000 of startup funds to get a little traction and market feedback.

Brian Spaly

Founder and CEO, Trunk Club

Head Into the Weird Places

For entrepreneurs to stretch their brains, they should seek out the unusual.

Watch and listen to weird stuff. I enjoy watching obscure documentaries and listening to unusual podcasts. It's thrilling to find cool ideas lurking just a few clicks away.

Walk in weird places. I take walks in hidden suburban neighborhoods, department stores, community colleges. When you're walking with no purpose but walking, you see things in fresh ways, because you have the luxury of being in the present.

Talk to weird people. Striking up conversations with people who are different from you can be powerful. I still remember random conversations with strangers from decades ago, and how they shaped me.

Victor W. Hwang

Co-founder, CEO and managing director, T2 Venture Capital

Search for a Better Way

As one goes about their daily life, it is useful if they routinely ask themselves, "Isn't there a better way?" You would be surprised at how frequently the answer is, "Yes." Other sources of inspiration for me are existing products. One should never feel that just because there is a product out there similar to yours that you can't execute it and market it better.

Liz Lange

Fashion designer

Think Big

There are several factors an entrepreneur should consider when choosing a business idea or opportunity.

3 _____

There are opportunities to make money by building businesses that marginally improve on existing products or services, but the real thrill sets in when the decision is made to go after an enormous idea that seems slightly crazy.

Make the world a better place: The best kind of entrepreneur pursues a business that simplifies or improves the lives of many people. He or she

repeatedly asks "what if" when thinking about how the world works and how the status quo could be dramatically improved.

Fail fast: As overall startup costs decline and markets move much more quickly, it has become easier to test ideas without devastating consequences of failure.

Pivot quickly: Many of the most successful companies exist in a form that is entirely different from how they were first envisioned. A successful entrepreneur will realize when a company is moving in the wrong direction or is missing a much larger opportunity.

Kevin Colleran

Venture partner, General Catalyst Partners

Taking It to Market

It is important to look at an idea in two ways: first, to consider the initial inspiration for the business, and second, the often very different concept that ends up being executed to create the new company. We typically think of these ideas as the thing that sets these great entrepreneurs on the path of success. However, an idea is only that until you do something with it. Great entrepreneurs also discover the strategies to deliver the new innovative solution to the market.

Ellen Rudnick

Clinical professor of entrepreneurship and executive director of the Michael P. Polsky Center for Entrepreneurship and Innovation at the University of Chicago Booth School of Business

Listen to People Who Know

Entrepreneurs come up with great ideas in a number of ways. Here are some of the best.

Get customer feedback: Listen to customers and create products and services that give them more of what they like and/or remove what they dislike.

Listen to front-line employees: The workers who manufacture the widgets, interact with customers and so on see what takes too long to accomplish, what is too expensive, what causes problems. Talk to those workers, or even do those jobs yourself.

Reverse assumptions: Many great entrepreneurs come up with ideas by reversing assumptions. For example, the old assumption was that a bank needed to have tellers and branch locations. The ATM concept asked: How can we offer banking services *without* having a branch location and tellers?

Dave Lavinsky

Co-founder and president, Growthink Inc.

Get Inspired by History

You often hear about the pursuit of the new thing. But I believe entrepreneurs have a lot to gain by looking into history for inspiration.

In the mid-'90s, some beer enthusiasts and experts called us heretics for brewing beers with ingredients outside of the "traditional" water, yeast, hops and barley. So, I started researching ancient brewing cultures and learned that long ago, brewers in every corner of the world made beer with whatever was beautiful and natural and grew beneath the ground they lived on.

2 _____

Sam Calagione

Founder and president, Dogfish Head Craft Brewery Inc.

Be Prepared to Shift Gears

Entrepreneurs need to understand two things. For one thing, their first (or second or third) idea is often not the real opportunity. In fact, it might stink. They have to be on the lookout for *why* it stinks and be willing to shift course.

But they also need to understand that even if their idea has problems, there's often a good opportunity buried within it. They need to talk to people and continue tweaking and transforming it. In the process, they encounter setbacks, rethink their approach, try again and redefine what they're doing.

For all that, the idea may fail – it's happened to many successful entrepreneurs. But they weren't deterred by failure. They kept at it and were better positioned to recognize and shape the next idea into something truly great.

Donna Kelley

Associate professor of entrepreneurship and Frederic C. Hamilton chair of free enterprise, Babson College

You Can't Rush the Brain

I don't know where great ideas come from. I am not sure anyone does. I am not even sure how I come up with my ideas. The brain does its thing, and out pops an idea.

1 _____

Do the doable. Meet with people, schmooze, have a laugh or two. Build mock-ups and prototypes. At the very least, collect other people's problems. That's always a guaranteed doable.

The deep idea here is that action has a creative aspect distinct from thinking. And thinking need not come first. Mostly it doesn't.

Saras D. Sarasvathy

Isidore Horween research associate professor of business administration, University of Virginia's Darden School of Business

What Not to Do

One thing that *isn't* a rich vein of entrepreneurship gold: reading a market forecast from a big-name consulting firm and deciding to create a product to serve that need.

Guy Kawasaki

Author and former chief evangelist of Apple

Task 1. Complete the gaps 1 – 6 with the sentences a – f

- a) While you are waiting for the brain to get its act together, do what you can do
- b) We now make a whole series of Ancient Ales inspired by historic and molecular evidence found in tombs and dig sites
- c) Go big or go home
- d) However, in the world we live in, it's easier said than done: Simply be present in life.
- e) The typical entrepreneur is a middle-aged professional who learns about a market need and starts a company with his own savings.
- f) Make a note whenever you encounter a service or a customer experience that frustrates you, or wish you had a product that met your needs that you can't find anywhere.

Task 2. Mark the sentences as True/False

1. You have to be young to come up with new great ideas.
- 2 To become successful you should talk to and meet with strange people.
3. Entrepreneurs need to analyze the reasons why their ideas failed.
4. Business doesn't have to simplify or improve the lives of many people.

TEXT 12

How to Deal with Job and Workplace Stress

While some workplace stress is normal, excessive stress can interfere with your productivity and performance – and impact your physical and emotional health. Often, your ability to deal with stress can mean the difference between success and failure at work. You can't control everything in your work environment, but that doesn't mean you're powerless – even when you're stuck in a difficult situation. Whatever your work demands or ambitions, there are steps you can take to protect yourself from the damaging effects of stress and improve your job satisfaction.

Understanding stress at work

Stress isn't always bad. Stress within your comfort zone can help you stay focused, energetic, and able to meet new challenges in the workplace. Stress is what keeps you on your toes during a presentation or alert to prevent accidents or costly mistakes at work. But in today's hectic world, the workplace can often seem like an emotional roller coaster. Long hours, tight deadlines, and ever increasing demands can leave you feeling worried, uncertain, and overwhelmed by stress.

When stress exceeds your comfort zone, it stops being helpful and can start causing major damage to your mind and body as well as your job satisfaction. But no matter what you do for a living, or how stressful your job is, there are plenty of things you can do to reduce your overall stress levels and regain a sense of control at work.

Stress at work warning signs

When you feel overwhelmed at work, you lose confidence and may become angry, irritable, or withdrawn. Other signs and symptoms of excessive stress at work include:

- Feeling anxious, irritable, or depressed
- Apathy, loss of interest in work
- Problems sleeping
- Fatigue
- Trouble concentrating
- Muscle tension or headaches
- Stomach problems
- Social withdrawal
- Loss of sex drive
- Using alcohol or drugs to cope

Common causes of excessive work stress

- Fear of being laid off
- More overtime due to staff cutbacks
- Pressure to perform to meet rising expectations but with no increase in job satisfaction
- Pressure to work at optimum levels – all the time!

Stress at work coping tip 1: Beat stress by initiating positive relationships

Social contact is nature's antidote to stress. Since the face and heart are wired together in the brain, talking face to face with a good listener can help to quickly calm your nervous system and relieve stress. Of course, you may not have a close buddy at work, but you can take steps to be more sociable with your coworkers. When you take a break, for example, instead of directing your attention to your smart phone or tablet, try engaging your colleagues.

- Simply sharing your thoughts and feelings with another person can help reduce stress. Talking over a problem with someone who is both supportive and empathetic can be a great way to let off steam and help you become calm and focused.

- The other person doesn't have to "fix" your problems; they just have to be a good listener.

- Developing friendships with some of your co-workers can help buffer you from the negative effects of stress. Remember to listen to them and offer support when they are in need as well.

- As well as increasing social contact at work, having a strong network of supportive friends and family members is extremely important to managing stress in all areas of your life. On the flip side, the more lonely and isolated you are, the greater your vulnerability to stress.

- If you don't feel that you have anyone to turn to – at work or in your free time – it's never too late to **build new friendships**. Meet new people with common interests by taking a class or joining a club, or by volunteering your time. As well as being a great way to expand your social network, being helpful to others – especially those who are appreciative – delivers immense pleasure and can help to significantly reduce stress.

Stress at work coping tip 2: Get moving

Regular exercise is a powerful stress reliever.

- Aerobic exercise – activity that raises your heart rate and makes you sweat – is a hugely effective way to lift your mood, increase energy, sharpen focus, and relax both the mind and body. Try walking, dancing, swimming, or playing ping pong with your kids.

- As you move, instead of continuing to focus on your thoughts, focus on your body and how it feels as you exercise. As well as maximizing stress relief, adding this mindfulness element can help your nervous system become “unstuck” if you've experienced trauma.

- For best results, try to get at least 30 minutes of activity on most days. If it's easier to fit into your schedule, break up the activity into two or three shorter segments.

- When stress is mounting at work, try to take a quick break and move away from the stressful situation. Take a stroll outside the workplace if possible. Physical movement can help you regain your balance.

Stress at work coping tip 3: Eat well

Your food choices can have a huge impact on how you feel during the work day. Eating small, frequent and healthy meals, for example, can help your body maintain an even level of blood sugar, keeping your energy and focus up, and avoiding mood swings. Low blood sugar, on the other hand, can make you feel anxious and irritable, while eating too much can make you lethargic.

- **Minimize sugar and refined carbs.** You may crave sugary snacks, baked goods, or comfort foods such as pasta or French fries, but these “feel-good” foods quickly lead to a crash in mood and energy.
- **Reduce your intake of foods that can adversely affect your mood,** such as caffeine, alcohol, trans fats, and foods with high levels of chemical preservatives or hormones.
- **Eat more Omega-3 fatty acids to give your mood a boost.** The best sources are fatty fish (salmon, herring, mackerel, anchovies, sardines), seaweed, flaxseed, and walnuts.
- **Avoid nicotine.** Smoking when you're feeling stressed may seem calming, but nicotine is a powerful stimulant, leading to higher, not lower, levels of anxiety.
- **Drink alcohol in moderation.** Alcohol temporarily reduces worry, but too much can cause anxiety as it wears off.

Stress at work coping tip 4: Get enough sleep

Not only can stress and worry can cause insomnia, but a lack of sleep can leave you vulnerable to even more stress. When you're well-rested, it's much easier to keep your emotional balance, a key factor in coping with job and workplace stress.

- Try to **improve the quality of your sleep** by keeping a regular sleep schedule and aiming for 8 hours a night.
- Avoid stimulating activity and stressful situations before bedtime such as catching up on work.
- Turn off screens one hour before bedtime. The light emitted from TV, tablets, smartphones, and computers suppresses your body's production of melatonin and can severely disrupt your sleep. Instead, focus on quiet, soothing activities, such as reading or listening to soft music, while keeping lights low.

Stress and shift work

Working night, early morning, or rotating shifts can impact your quality sleep, which in turn can affect productivity and performance and leave you more vulnerable to stress.

- Adjust your sleep-wake cycle by exposing yourself to bright light when you wake up at night, using bright lamps or daylight-simulation bulbs in your workplace, and then wearing dark glasses on your journey home to block out sunlight and encourage sleepiness.
- Limit the number of night or irregular shifts you work in a row to prevent sleep deprivation mounting up.
- Avoid frequently rotating shifts so you can maintain the same sleep schedule.
- Eliminate noise and light from your bedroom during the day. Use blackout curtains or a sleep mask, turn off the phone, and use ear plugs or a soothing sound machine to block out daytime noise.

Stress at work coping tip 5: Prioritize and organize

- When job and workplace stress threatens to overwhelm you, there are simple, practical steps you can take to regain control over the situation. **Create a balanced schedule.** All work and no play is a recipe for burnout. Try to find a balance between work and family life, social activities and solitary pursuits, daily responsibilities and downtime.
- **Leave earlier in the morning.** Even 10-15 minutes can make the difference between frantically rushing and having time to ease into your day. Don't add to your stress levels by running late.
- **Plan regular breaks.** Make sure to take short breaks throughout the day to take a walk or chat to a friendly face. Also try to get away from your desk or work station for lunch. It will help you relax and recharge and be more, not less, productive.

Task management tips for reducing job stress

- **Prioritize tasks.** Tackle high-priority tasks first. If you have something particularly unpleasant to do, get it over with early. The rest of your day will be more pleasant as a result.

- **Break projects into small steps.** If a large project seems overwhelming, focus on one manageable step at a time, rather than taking on everything at once.

- **Delegate responsibility.** You don't have to do it all yourself. Let go of the desire to control every little step. You'll be letting go of unnecessary stress in the process.

- **Be willing to compromise.** Sometimes, if you can both bend a little at work, you'll be able to find a happy middle ground that reduces the stress levels for everyone.

Stress at work coping tip 6: Break bad habits

Many of us make job stress worse with negative thoughts and behavior. If you can turn around these self-defeating habits, you'll find employer-imposed stress easier to handle.

- **Resist perfectionism.** When you set unrealistic goals for yourself, you're setting yourself up to fall short. Aim to do your best, no one can ask for more than that.

- **Flip your negative thinking.** Try to think positively about your work, avoid negative-thinking co-workers, and pat yourself on the back about small accomplishments, even if no one else does.

- **Don't try to control the uncontrollable.** Many things at work are beyond our control – particularly the behavior of other people. Rather than stressing out over them, focus on the things you can control such as the way you choose to react to problems.

- **Look for humor in the situation.** When used appropriately, humor is a great way to relieve stress in the workplace. When you or those around you start taking things too seriously, find a way to lighten the mood by sharing a joke or funny story.

Boost your ability to stay on task

If you're having trouble following through with these self-help tips to reduce stress at work, HelpGuide's free emotional intelligence toolkit can help.

- Learn how to quickly reduce stress

- Learn why, when it comes to satisfaction and success at work, emotional intelligence is so important
- Manage troublesome thoughts and feelings
- Motivate yourself to take the steps that can relieve stress at work – and in other areas of your life
- Improve your relationships at work and home
- Increase your overall health and happiness

How managers or employers can reduce stress at work

Managers can act as positive role models. If you can remain calm in stressful situations, it's much easier for your employees to follow suit.

There are also a number of organizational changes that you can make to reduce workplace stress.

These include:

Improve communication

One of the best ways to improve communication and reduce stress is to listen attentively to an employee in a calm, face-to-face setting.

- You'll hear the subtle intonations in someone's voice that tell you how that employee is really feeling.
- You'll make that employee feel heard.
- You'll experience the face-to face interaction that lowers stress for both of you.

Consult your employees

- Share information with employees to reduce uncertainty about their jobs and futures.
- Give workers opportunities to participate in decisions that affect their jobs.
- Be sure the workload is suitable to employees' abilities and resources; avoid unrealistic deadlines.
- Show that individual workers are valued.
- Offer rewards and incentives.
- Provide opportunities for career development.

- Promote an “entrepreneurial” work climate that gives employees more control over their work.

Cultivate a friendly social climate

- Provide opportunities for social interaction among employees.
- Establish a zero-tolerance policy for harassment.
- Make management actions consistent with organizational values.

Task 1. Answer the questions.

1 When does stress stop being helpful and can start causing major damage to your mind and body as well as your job satisfaction?

2 What are the signs and symptoms of excessive stress at work ?

3 How long should your activity last on most days?

4. In what way can night, early morning, or rotating shifts impact your quality sleep.

5. Perfectionism. Is it a good idea for reducing stress at work?

TEXT 13

Quiz: Are You Too Stressed Out at Work?

Stress can come from many different aspects of your life, and a little stress now and then is totally normal. But if you're feeling stressed out all the time because of your job, you might need to re-evaluate your career.

Dealing with too much stress at work can affect your physical and mental health, said Melissa Lamson, CEO and president of intercultural training company Lamson Consulting. She noted that stress can cause back problems, stomachaches, headaches and exhaustion.

"Your exhaustion level is high, which can lead to crankiness, burnout, and a lack of ability to think innovatively or creatively," Lamson added.

So how much stress is too much stress? If you feel like your stress outweighs your job satisfaction, you're dealing with too much at the moment, Lamson said.

The good news is, if your job is stressing you out, there are ways to handle it. First, you have to figure out what the problem is, so you can determine how exactly to proceed.

"Identify what about your job is causing the stress," Lamson said. "Is it task related? How are your relationships at work? Is it people or process? How's your relationship to your manager? [How's your] work-life balance? Once you know specifically what is causing the stress, then you can take steps to mend it."

Are you concerned you might be too stressed out at work? Take Lamson's quiz to find out if your job is the source of your stress. Answer "true" or "false" to the following questions, then see how your answers add up in the scoring section below.

1. _____ I feel like I have resources available to me to recharge.
2. _____ I feel like I have a good work-life balance.
3. _____ I look forward to going to work in the morning.
4. _____ I enjoy the people I work with.
5. _____ I feel like the tasks that I am doing are meaningful.
6. _____ I feel in control of my calendar.
7. _____ I feel more proactive than reactive.
8. _____ I feel like I have energy.
9. _____ I am able focus well at work.
10. _____ I feel like I am producing high-quality work.
11. _____ I have a good relationship with my boss.
12. _____ My boss advocates for my career growth.
13. _____ I work in a collaborative environment.

Scoring:

Mostly true: You are happy in your job and probably aren't very stressed. You may want to ask yourself if you're feeling challenged enough. Sometimes a little stress provides the impetus for adrenaline and can make it fun to accomplish something challenging.

Mostly false: You'll want to take immediate action, speak with your boss, look for or create a new position, or speak to a coach.

Equally true and false: You should be able to isolate the issue and remedy the specific part that's causing you stress.

Five Rules for Writing Off Meals and Entertainment Costs

There's a fine line between business and pleasure when you're talking entertainment expenses. Learn what you can and can't deduct.

Many business owners believe that just because there is a line item on the tax return for meals and entertainment deductions that just about any dinner or theatre ticket or sporting event involving a client or potential client qualifies as a valid deduction. Wrong. It isn't that straightforward or easy.

There are rules. Essentially, the rules say: If you're having way too much fun, it's not a deductible expense. Here's a primer on when entertainment expenses count as business or pleasure.

1. Get down to business.

First, any entertaining you do must be directly related to the active conduct of your business or associated with a directly related discussion that preceded or followed the meal or entertainment. So if you take me to lunch and we don't discuss tax planning strategies, sales projections or problems with your general ledger, and instead only talk about your 10-year-old's blooming soccer career, then you won't be able to write off the lunch.

This goes for party throwing, too. No matter if the goal of the soiree is to build goodwill, to deduct the cost of the party, you must conduct business before, during or after the party. That means you need to include a product demonstration, a reveal of a new product or service, a sales pitch or an educational talk related to your product or service.

2. Keep your wits about you.

The environment must be conducive to conducting business. An overly-boozy brunch, for instance, wouldn't qualify. The IRS once rejected a deduction of tickets to a baseball game because the volume levels at a ball park don't allow for a comprehensive business discussion. But if the business discussion had taken place prior to the ball game or shortly afterward, it may have been allowed.

But even then, you have to be careful. Giving a sales pitch at the end of a party where liquor has been served is much like talking politics with sugar-infused 5-year-olds. As a write-off, it's not going to fly.

3. Watch your guest list.

When it comes to writing off party expenses, the guest list also matters. You may deduct 100% of your cost if the party is either open to the general public or if it's for employees and their spouses.

By contrast, if the party is for clients, potential clients and independent contractors who work with you, then you may deduct only 50% of the cost. If there is a mix of employees and spouses along with clients and potential clients, you may allocate part of the cost as a 100% write-off and the remainder as a 50% write-off based on the number of guests in each category.

4. Don't go overboard.

Another Internal Revenue Service rule says entertainment can't be "lavish or extravagant." Although subjective and a gray area that can be argued with an auditor, his manager, all the way up to tax court, why bother? Keep it simple. Make sure the entertainment or meal is aligned to your company's budget. If your bottom line is zero, you likely won't be allowed to write-off first-class accommodations for potential clients in town for your party.

5. Build up your defenses.

In case the IRS does come knocking, be prepared to defend the deductions you take. If you're having a party, for instance, make sure the invitation announces a business purpose and take pictures of guests inspecting new products or a video clip. Have attendees sign a guest book or track RSVPs so you can prove an accurate allocation of the expense between employees, independent contractors, clients, and potential clients and family members and friends who aren't at all deductible.

Then, keep all receipts for all expenses incurred. For expenses that cost less than \$75, however, a journal entry in your appointment book with the amount, location and names of those you entertained is sufficient.

Task 1. Look at these multiple choice questions and choose a, b, or c

1 There's a fine line between...

a business and entertainment

bbusiness and expenses

c business and pleasure

Task 2. You may deduct only 50% of the cost....

a if the party is open to the general public

b if it's for employees and their spouses

c if the party is for independent contractors who work with you

3 You can prove an accurate allocation of the expenses by

a making sure the entertainment or meal is aligned to your company's budget

b having attendees sign a guest book

c with an invitation announcing a business purpose

TEXT 14

The Myers-Briggs Type Indicator

The business of personality tests is big and growing. As more people are looking for work, the competition for jobs gets greater and greater, and companies are looking to new ways to find the best person for the job. So the next time you apply for a job, you might be asked to take a personality test. How effective are these tests, though?

Several years ago, Andrea was looking for a summer job to pay her way through college. She heard the tips were good in a restaurant in Chicago, and decided to apply. But before the interview, she had to fill out an online application including a psychometric test – a test which would reveal a lot about her personality. She explained that there was a whole section on ethics and how you'd react in a given situation, like dealing with a difficult customer, for example. _____(1)

Andrea was surprised, but was faced with a similar test when she applied to work in a bookshop. Personality tests are now appearing in all types of industry. In a global recession, many firms want to be sure they are employing the most suitable person for the job. They cannot afford to pick the wrong one. Smaller profits also mean staff are working under more stress. _____(2) Disagreements are costly and inefficient.

In the US alone, there are about 2,500 personality tests on the market.

_____ (3) Used by 89 of the top 100 companies, it has been translated into 24 languages. It has also been adopted by governments and military agencies around the world. 'Myers-Briggs is the most successful psychometric test out there and deservedly so,' says Rachel Robinson of the consultancy firm YSC in central London. 'It has been a fantastic vehicle for people to think about themselves and how others are different.'

Perhaps its attraction lies in its simplicity – according to the MBTI, we all match one of 16 character types. But it's the fact that it is so straightforward that makes some people suspicious.

Like many personality tests, MBTI is based on the work of Carl Jung, the Swiss psychiatrist who, together with Sigmund Freud, helped lay the foundations of modern psychology. Jung developed the idea of opposed pairs of characteristics. _____ (4) He suggested that in terms of each pair of qualities, we tend to be one or the other.

The MBTI was invented thanks to an awkward relationship between a woman and her future son-in-law. Katherine Briggs, a wealthy housewife from Washington DC, realized Clarence Myers was a good match for her daughter, Isabel, when she brought him home from college. _____ (5).

Jung's Psychological Types fascinated her and soon Isabel was infected by her mother's enthusiasm. Over the next two decades, the pair became very interested in how people behave. Jung only identified eight personality types, but Isabel Briggs Myers eventually doubled that number. According to the MBTI, everybody can be described by four letters chosen out of a total of eight, for example ISFJ or ENTP. The various combinations of letters make up the sixteen personality types.

Apparently the overwhelming majority of the 2.5 million Americans who take the MBTI assessment each year feel their results do fit their personalities. However, the Myers Briggs Foundation itself discourages the use of the test for hiring and firing. Instead, they see it mainly as a means of getting employees to think about how they interact with colleagues and work as a team. So, if you are asked to do a personality test at some point in the future, think carefully about the reason behind it. It may not be for the reason you thought!

Read the article about personality tests. Five sentences have been removed. Choose from the sentences (A - F) the one which fits each gap (1 - 5). There is one extra sentence which you do not need to use.

A Therefore, companies want to make sure their employees get on with each other.

B He seemed like a nice young man, but his way of thinking was so strange to her that she turned to books for help.

C On the other hand, according to one author, as much as 75% of test takers achieve a different personality type when tested for a second time

D And apparently the message was pretty clear – if you're easily annoyed, don't be a waitress.

E This refers to qualities such as being friendly or unfriendly, or lazy or hard-working, which are present in all of us.

F One of the most popular is called the Myers-Briggs Type Indicator or MBTI.

TEXT 15

The ultimate frequent flyer

Jack Vroom, an American businessman from Dallas, Texas, has made a claim as the ultimate frequent flyer. In a period of 20 years, he estimates that he flew a staggering 38 million miles. _____(1) But after having flown enough times to go round the world 1,600 times, Mr Vroom has now been banned from flying on American Airlines.

Mr Vroom's adventure began in 1988, when a friend told him about a unique opportunity _____(2). For a fee of \$350,000 plus interest, the ticket-holder and one companion could fly first-class anywhere, whenever they wanted, and as much as they wanted. On top of that, the ticket holder could also collect airmiles each time they flew. Although they were expensive, American Airlines sold a total of 40 tickets, before they stopped issuing them in 2004.

The pass was designed mostly for business use, but Jack Vroom decided to use it all the time. The AAirpass quickly paid for itself. He would fly across the USA to watch his son play American football at university, or to pick up his father-in-law from Washington DC so he could babysit his children.

_____ (3) He would also go abroad too, often just for a few hours. He flew to Milan to pick up some parts for a motorbike, and to Guadalajara, Mexico, just to buy some belts. Mr Vroom flew so often that he knew the planes better than most of the cabin crews. He didn't even need to show his pass, and everyone at his local airport knew him by name.

His adventure came to end, though, in 2009 on a flight back from London. He had used his companion pass to fly his daughter's friend back to the US, but when they arrived at Heathrow airport, Mr Vroom was taken to the VIP lounge and was given a letter saying that he could never use the ticket again. Although he believes he hadn't done anything wrong, American Airlines disagreed. When they checked who he was flying with, they noticed he booked trips with people he had never flown with before. They also noticed he would fly to far-away destinations in Europe and Asia, but only stay for a few hours. _____ (4). His frequent flying was also costing the airline millions of dollars a year.

Mr Vroom disagrees with the decision, and believes there was nothing written anywhere which said he wasn't allowed to gain compensation from his companion ticket. _____ (5).

These days, Mr Vroom stays on the ground, working as a teacher and giving lectures in his house in the city of Dallas in the United States.

Read the article about perceptions of risk between men and women when driving. Five sentences have been removed. Choose from the sentences A - F the one which fits each gap (1 - 5). There is one extra sentence you do not need to use.

- A He told friends it was cheaper than paying for a local babysitter.
- B Even more amazingly, he did this without paying for any of the flights.
- C They accused him of selling his companion ticket, which was against the rules
- D The pass was sold to wealthy passengers only.
- E American Airlines were selling an unlimited, life-long first-class travel pass called the AAirpass
- F He believes that any money made was for his business services, or simply because friends wanted to pay him for the flight.

TEXT 16

Great Britain – Or Is It?

If someone asked you how happy the people in your country are, what would you say? The British government recently asked the Office for National Statistics (ONS) to carry out a survey to find out if people in the country are, in general, happy or not. Most Britons report being satisfied with life, with concerns over work and finances overtaken by happiness gained from children, relationships, and where people live.

The government survey was released just days after economists made one of the most depressing forecasts of recent times about long-term economic growth. _____(1) Not only that, but it would leave the public worse off than they were ten years ago. Despite this, the survey paints a picture of the country largely emotionally unaffected by the crisis.

The survey of 4,200 adults is part of the British Prime Minister's £2 million drive to get a better idea of how the country is doing, rather than just focusing on budgets and figures. People were asked various questions about their lives and were asked to give marks out of ten about how they felt about these areas. The ONS's work showed that on average people rated their life satisfaction at 7.4 out of 10. When asked whether things they did in life were worthwhile, people on average gave a score of 7.6. _____(2) Happiness with people's financial situation had the lowest average score of 6.2 out of 10, followed by work situation, with 6.7 out of 10. When asked specifically about satisfaction with the balance between time spent on work and on other areas of life, low scores were also given, with an average of 6.4 out of 10.

The answer to the question, 'Overall, how anxious did you feel yesterday?' caused some worry. More than a quarter rated this 5 out of 10 – where 10 was feeling 'completely anxious'. _____(3) These areas of life had the highest average scores, with both scoring at 8.3 out of 10.

Lord Richard Layard, professor at the London School of Economics, said it was likely that life satisfaction would fall as the situation gets worse. _____(4) And when things are going badly and times are hard, people start to feel less happy with their lives.

The professor, who founded the Action for Happiness group to promote well-being, said policymakers – the people who make important financial decisions – could use the data to lessen the pain of recession. But they would need to first identify how to measure happiness, then work out what makes people ‘miserable or happy’. Lastly, they ought to assess how much happiness one can create by spending taxpayers’ cash. _____(5)

Paul Allen of the ONS said another big factor in happiness was health. He said they saw that people who responded when their health was bad, reported anxiety. He added that they were trying to build up a picture of how people rate happiness. ‘One of the most revealing aspects of the emerging science around happiness is about language. Britons associated happiness with being ‘calm, relaxed, and peaceful’ rather than ‘energized and excited’. So, perhaps it pays in more ways than one to follow the great

Read the article about people and happiness. Five sentences have been removed. Which sentence (A – F) fits each gap (1 – 5)? There is one extra sentence you do not need to use

A However, there were also signs of stress in British society.

B This could be used on supporting childcare, parenting, or help for mental health.

C He added that we know from other European countries that this is sensitive to how businesses reach highs and sink to lows.

D However, a lot of young people think that wealth and celebrity will make you happy.

E The experts predicted that the financial decline would be deep and long.

F People were happiest, however, with their personal relationships and mental wellbeing.

TEXT 17

A Brief History of Television Advertising

Every day the average person sees 20 minutes of adverts on television or on their computer. But how did this come about? Commercial broadcasting was originally developed as a means for companies to sell radios, where radio-manufacturing companies also owned the radio stations. But once they realized

that many households were listening to their radios a significant amount of time every day, other organizations started to explore this medium as a way to get their message across to the public. If one has to choose a single event that began the era of radio broadcasting, it would probably be the radio programme broadcast by station WEAJ in New York City on August 28, 1922 _____(1) By Christmas of that year, several other major New York department stores were also running advertisements for their stores.

By the late 20s radio advertising had advanced in a dramatic way. It was now dominated by advertising agencies who took control of the schedules by buying the available air time – those valuable minutes and hours during which they could reach the public – and selling it to their customers. They also handled the creative aspects of the commercials and programmes. _____(2) These efforts paved the way for the birth of television advertising that would begin in a few more decades.

Television advertising didn't really take hold until the late 1940s. As television was totally new – offering both sound and moving pictures – the advertising industry moved into this area cautiously as they were not sure what methods would work best to promote their clients' products on television.

_____(3) Or perhaps it was a case of taking an entirely new approach to reach the television audiences in a meaningful and effective manner.

After many surveys, the advertising agencies determined that the most effective way to reach consumers with a strong message would be by creating shows that featured a single product or a line of products from a single company. From this idea came the typical television shows of the 1950s, including such titles as Kraft Television Theater and Colgate Comedy Hour. As with radio, these television programmes were produced by advertising agencies for their clients, rather than the studios as is normal practice today.

This practice worked really well for the clients for a while. But as the television gained more popularity and there were more people watching it, the television networks were raising the costs of doing business. This pressure connected with the cost of delivering a production through television forced a massive change in the relationship of all the parties involved. _____(4)

NBC executive Sylvester L. "Pat" Weaver came up with a solution that would work and would also be very favourable to the networks. He introduced

the "magazine concept" of television advertising. In this arrangement, the sponsors would purchase blocks of time (typically one to two minutes) in a show rather than be a sponsor for an entire show. This idea would allow a variety of sponsors – up to four was the number imagined – for a show. Like a magazine, the networks would now control the content as no one advertiser would "own" a particular show.

By 1960, the magazine concept dominated television advertising, as it has ever since. Instead of relying on audience identification with a specific show, sponsors now spread their messages across the schedule in an effort to reach as many consumers as possible. Being able to reach a broader segment of the population proved to be very effective for the sponsors.

More than 30 years later, online advertising came onto the scene. _____(5) Another is the efficiency of the advertiser's investment. Online advertising allows for the customization of advertisements, including content and posted websites.

Many people find advertisements annoying, complaining that they interrupt their enjoyment of a television programme for example. But perhaps we should appreciate the long way they have come since the 1920s.

Read the article about television advertising. Five sentences have been removed. Which sentence A - F fits each gap (1 - 5)? There is one extra sentence you do not need to use.

A One major benefit of this type of advertising is the immediate publishing of information and content that is not limited by geography or time.

B A solution had to be found if this very powerful advertising medium was to continue to be financially possible for the sponsors.

C This idea was originally resisted but after a bit of experimentation, they found that this method would work well for packaged-goods.

D This was a ten-minute advertisement for suburban apartment housing.

E Should it still be treated as radio advertising but with pictures thrown in?

F In fact, they even created entire series that were designed to sell one product or another.

TEXT 18

Self-service shopping

Tom Algie is a shopkeeper from Settle, North Yorkshire. He runs a small hardware store called *Practically Everything*. 0) G Tom recently tried out something very different in his shop.

Last year, Tom faced a problem when it came to the Christmas holidays. He wanted to give himself and his three staff time off to enjoy the holidays. 1) _____ What if one of them urgently needed to buy something when the shop was closed?

It didn't take him long to come up with a solution that would suit everyone. He decided to leave the shop open and use an honesty box. He left a note telling shoppers who came into the shop on 26th December to serve themselves. 2) _____ Amazingly, his plan worked. The honesty box, which Tom called his 'newest member of staff', was made out of a funnel and a plastic cereal box. He put it behind the counter with a note saying: 'Yes, I have given everyone the day off, including me, so please choose the items you want and place the money inside. Merry Christmas!'

When Tom returned to the shop at 4.15 p.m. to close up, he could only see £5.00 in the box and was a little disappointed. However, he soon realized that the long tube of the funnel was full of money. 3) _____ He was both surprised and delighted to find that the shop had made £187.66.

The customers left notes telling Tom which goods they had bought. The largest amount was £17.00 for a three-step ladder. When he checked the stock in his shop, Tom found out that they had indeed been telling the truth. 4) _____ One said: 'Thanks Tom. This is why we moved to Settle. Anywhere else, this shop would have been emptied in two minutes.' Another read: 'I've just moved back here from a big city. I forgot just how lovely Settle is. This has made my day.'

Tom believes he did not lose any money by using this system. In fact, the opposite is probably true. He explained that people seem to have put a little extra in the box if they did not have the right change. This makes sense because there is an ATM very close to the shop and people almost certainly went there to withdraw some cash. 5) _____ Tom later said: 'I didn't think twice about

leaving the shop open. Settle is a lovely, quiet, rural town and there's never any trouble here. I put my faith in my customers and I wasn't disappointed.'

Read the article about honesty. Five sentences have been removed. Choose from the sentences A – G the one which fits each gap (1 – 5). There is one extra sentence which you do not need to use.

A He asked them to put the money for what they'd bought in a special place behind the counter.

B Tom thinks that his business did not suffer by using the honesty box.

C Therefore, they would have had only notes and probably no loose coins.

D However, he was worried about the local people who shopped in his store.

E It only took a quick shake to see how much he had made that day.

F In addition, he also found some messages from people saying how grateful they were.

G It sells useful bits and pieces for the house and doing DIY.

1 Read the text. Match the sentences a - f to the gaps 1 - 5. There is one extra sentence.

a Early adverts in newspapers usually promoted books, newspapers and medicine.

b Therefore, shopkeepers used images - a boot for a shoe shop, a book for a book shop and so on - to advertise themselves.

c This type of advertising is new and exciting and makes people want to buy the product or idea.

d They're on TV and the radio, in newspapers and magazines, online and even in films.

e The trend is towards making advertising more and more personal, targeting the individual rather than a group.

f However, it began much, much earlier than that.

TEXT 19

The history of advertising

These days adverts are everywhere. 1) _____ It's hard to imagine a world without advertising but when did advertising begin?

Most people imagine advertising started with the arrival of the mass media in the twentieth century. 2) _____ Adverts painted on walls or rocks have existed for thousands of years - examples have been found in India dating back to 4000 BC. In fact, this form of advertising is still used today in many parts of Asia, Africa and South America. A little later, the Ancient Egyptians used papyrus* to make sales posters and lost-and-found adverts on papyrus were common in Ancient Greece and Ancient Rome.

During the Middle Ages, most people couldn't read. 3) _____ These images are similar to logos used today, except that today logos are used to identify a particular brand rather than a type of shop. Fruit and vegetables were sold in the town square and the sellers used town criers to announce their goods. These town criers were people who walked about and shouted loudly telling people what was available.

However, it was after the first newspapers appeared in the seventeenth century that advertising really began as a business. 4) _____ Then in 1836 a French newspaper included paid advertising for the first time - anyone could pay and advertise any product. Other newspapers quickly copied the idea. As a result of the increased demand for adverts, the first advertising agencies began. The first opened in 1869 in Philadelphia in the US. Today there are over 50,000 advertising agencies in America alone!

In the twentieth century, the invention of television had a huge impact on advertising. By the 1960s advertising had become much more creative and the idea of the slogan was born. Not long after, the jingle followed. Since then, advertising has become much more sophisticated. Advertisers use a variety of techniques to get people to remember their products. Advertising campaigns are usually aimed at a target audience. 5) _____ For example, we now get adverts in response to online searches, we receive adverts on our mobile phones and so on. Perhaps in the future all advertising will be individual or perhaps it

will change completely. One thing is certain: we can be sure that advertising will continue to exist.

** papyrus = an early form of paper made from plants*

Read the text again. Tick (✓) true, cross (✗) false or write (?) if there is no information.

1. The Ancient Egyptians used advertising a lot.
2. You can find adverts painted on walls nowadays in some parts of the world.
3. In the Middle Ages people selling food didn't have the means to advertise.
4. The first newspapers were printed in France.
5. The writer doesn't think there will be adverts of any kind in the future.

Read the text on the next page. Match the sentences a – f to the gaps 1 – 5. There is one extra sentence.

- a In order to report the crime, the victim must confess their own guilt, and not surprisingly, they are not keen to do so.
- b Only after the two had left did he realise that he had been taken in and his necklace stolen.
- c And of course, it does not help that most people can't tell a fake badge from a real one.
- d Most policemen help victims and catch fraudsters and criminals.
- e However, just as she was about to pay for it, a policeman came in and arrested her.
- f First, the crime was carried out very quickly before he had time to think about what had happened.

The psychology of tricking people

Why is it so easy to trick people out of their money and possessions? According to psychologists, it is not because the victims are stupid. It is because criminals have known for centuries how to exploit human nature and human weakness.

Take a recent scam* shown on a British TV programme. In the scam, a woman went into a jeweller's to buy an expensive necklace.

1) _____ He told the jeweller that the woman was a con artist and claimed that she was going to pay for the necklace with counterfeit money. The jeweller was delighted to have been saved and when the police officer asked him to hand over the necklace as evidence, he did so. However, what the jeweller did not know was that the officer was a con artist himself and the woman was his accomplice.

2) _____ Why was the jeweller tricked so easily?

3) _____ More importantly, it was based on what psychologists call the 'social compliance principle'. In other words, we tend to obey people in authority because this is what we have been taught to do from an early age. So, for example, if someone says they are a police officer and shows us a badge, we believe them and do what they say.

4) _____ Another way of tricking people relies on what has been called the 'dishonesty principle'. The criminal involves victims in something illegal and then tricks them. 5) _____ An example of this type of scam was the Nigerian email scam. In this now-famous scam, victims received an email asking for help to transfer money out of the country. The victims sent the fraudster* money to cover expenses and allowed him to use their bank account. In return, they were promised their money back plus a percentage of the money being transferred. The victims usually realised that this was in fact money-laundering,* which is illegal. However, they were attracted to the idea of gain. Of course, they never got their money back.

So what is the best way to avoid being tricked? Basically, we should use our common sense: if something sounds too good to be true, it probably is!

Glossary:

* *scam* = getting money or goods from people by tricking them

* *fraudster* = a person who commits fraud

* *money-laundering* = making money obtained from illegal activities appear to be legitimate

Read the text again. Tick (✓) true, cross (✗) false or write (?) if there is no information.

1. According to the text, people are usually conned because they are stupid.
2. In the jewellery shop scam, the woman and the police officer were working together to con the jeweller.
3. According to the text, we usually obey policemen only when they are in uniform.
4. In the Nigerian email scam most victims didn't know they were doing something illegal.

TEXT 20

How to create buzz

Something is happening in the world of advertising. Companies are increasingly turning to new forms of marketing and finding them much more successful than traditional advertising on TV or in print

A. Imagine this scenario. A good friend of yours is raving about a new film and recommends going to see it. You do. but later she explains that she had promised to talk positively about the film in return for free tickets. How would you feel? This is an example of buzz, or talking positively about a brand to increase sales. In the US over 280,000 teenagers (75 % of them girls) help the biggest buzz agency. They recommend products to their friends and family without mentioning that they are working for anybody.

B. Bloggers can also make money on the internet by suggesting that people buy certain clothes or listen to certain music. Online buzz takes many forms. Before the release of The Blair Witch Project. a lot of fake sites were set up to give the impression that the film had a huge number of fans. Although the fans didn't exist, the online buzz convinced millions to see the film.

C. Advertisers are now also copying flash mobs. These were originally groups of people who agreed to do strange things in public places for fun, such as 4,000 people dancing silently to their MP3 players at a train station. A mobile phone company made a flash mob-style advert in another London station, using

400 dancers dressed in ordinary clothes. The viral video gained a lot of publicity for the company.

D. In Chicago, 'cool' schoolkids were invited to try out a new games console by market researchers. After accepting, the kids then received 10 free consoles to distribute to their friends. The campaign managed to distribute games to cool kids in 900 of Chicago's 1,400 schools. These 'free gifts' were really advertising: many children asked their parents to buy them the consoles because they wanted to copy their friends.

E. However, buzz can backfire. A big electronics company hired actors to walk around US cities pretending to be tourists, who then talked to people about how wonderful their camera phone was. When the company announced that it had carried out a successful undercover marketing campaign, many people were furious. After that, many companies have either avoided undercover marketing, or not admitted doing it.

It looks as if buzz is here to stay, at least until the next big thing. But there are quite a lot of questions about undercover marketing which have yet to be discussed. Is buzz persuading us to buy things in an honest way, or is it tricking us?

Read the text again and answer the questions.

1. What is buzz?
2. What is one example of 'online buzz'?
3. What was the original purpose of flash mobs?
4. How did market researchers in Chicago promote a new games console?
5. How did one company promote their new- camera phone?
6. Do companies talk about using undercover marketing nowadays?

TEXT 21

An analysis of teenagers' spending for *Money Time* magazine

From the bar chart, I can immediately see that the majority of teenagers spent most of their money on clothes and accessories. Almost everybody, with the exception of Lynn, spent money on this, but only a few people spent more than 50 % of their money.

Everyone except Paula spent more than £2 on food and drink. Lynn spent more than the others on food and snacks, a total of £16. On average the girls spent more than the boys on food and snacks.

Out of the ten teenagers only one of them, Paula, spent nothing on going out. Jenny spent the most on this, but the majority spent less than a quarter of their money on going out. I wouldn't have been surprised if more of them had spent more money in this category!

Over three-quarters of the ten people in the survey spent some money on other things. Most people spent money in each of the four categories. Lynn and Paula were in the minority because they only spent their money on two different things. If we had been able to ask the teenagers exactly what they had spent their money on in the 'other' category it might have been interesting.

Read the text and underline the words that mean the same as...

- 1) more than 75 %
- 2) no more than one or two
- 3) most people
- 4) more than half
- 5) in a group with very few people

a Read the two texts and choose the correct answers: A, B or C.

1. The first text is written for
A teenagers
B advertising agencies.
C companies with products to sell.
2. The second text is written by
A a teenager

B a parent

C a market researcher.

TEXT 22

The teen market can be difficult: to target, but it presents a golden opportunity for any advertiser. Teens spend billions of dollars on goods and services. _____ (1) And they are at a stage when they will soon begin to make big spending decisions on their own. _____ (2) If you are successful, you can persuade these customers to form a life-long attachment to your brand.

Why choose us?

- We have over ten years' experience in managing teen marketing campaigns in the areas of entertainment, sport, beauty and technology.
- _____ (3) We conduct up-to-date research into the latest trends in teens' use of different media, both online and offline.
- Our knowledge and experience will allow us to come up with all the solutions for the placement of your product _____ (4)
- We will use the best combination of TV, online and print media to create an effective advertising campaign for the profitable teenage market.

TEXT 23

Teenagers are always being warned about the effects of advertising, but lots of us are smarter about adverts than people think. We've grown up surrounded by ads. _____ (5) For example, to me, billboards are just background, _____ (6) I use software to block pop-ups on websites and on my phone. When I watch streamed video, I usually cut out the ads so as not to interrupt the programme. When I'm watching normal TV and the ads come on, I often flick over to other channels or I use the ad break to go and do something else. It's true that I do like looking at some adverts. _____ (7) But that doesn't mean I'm going to run out and buy the product they're advertising. Maybe this is just me, but I think lots of people of my age are

similar. We don't buy something just because it's a trendy brand with clever advertising. We have to be convinced that the quality is good. _____(8)
When we can see that an ad is fake or it's trying to make us buy something that's rubbish, we switch off.

Find the correct places in the texts for the sentences.

A They can provide useful information, and also they can be fun

B Patterns of behavior are changing all the time

C Your ideas need to be on-target to teach this valuable market

D Most of the time I ignore them

E They influence their parents' decisions about what to buy,

F This will save you time and money.

G Most kids value honesty and they aren't fools.

H We know' what they're trying to do and we don't let them control us

SPEAKING

Exercise 1.

Arrange the dialogue in the appropriate order.

1 - Excuse me. Are you Mr. Hitchcock from Sydney?

2 - Pleased to meet you, Mr. Mason. So where shall we go now?

3 - Oh, you might be exhausted... Sorry, I completely forgot to introduce you Phillip Mason, our sales manager

4 - It sounds good. Is Mr. Jackson waiting for us there?

5 - No. We reserved a single room in a good hotel just round the corner.

6 - Yes? ...

7 - How do you do! Thank you for coming to meet me. Have I kept you waiting?

8 - Thank you very much. I really appreciate it.

9 - My idea is to go to the office from here first and have lunch there. It will take us about 40 minutes to get to the place.

10 - I am Charles Atkinson from Telecom Systems. How do you do!

11 - Is the hotel far from your office?

12 - Yes, thank you. The trip was quite long and I was a bit airsick but I'm OK now.

13 - Not at all. Your plane has arrived according to the timetable. Did you have a good flight?

14 - No problem, Mr. Hitchcock. So, shall we go then? Our car is just outside the airport. Let me take one of your bags, please.

15 - Certainly. We are going to discuss the details of our future partnership after lunch.

Exercise 2.

Work in groups. Consider the business cultures of the three countries featured in this section : China, Germany, Britain.

1) If you could have a one-year posting to one of these countries, what would be your order of preference? Discuss your ranking with other members of your group and give reasons.

2) Choose one of the three countries. How does the business culture in your own country differ from the country you have chosen? In what ways is it similar?

3) Choose a country that interests you. Do some research into its business culture, then present what you've learned to your colleagues.

SPEAKING

1. Read the dialogue and do the task after.

Susan: George, I was wondering if we could discuss our new marketing strategy for a moment.

George: Certainly Susan. You know that I'm working with Anne on changing our image, don't you?

S: Yes, I think you'll make an excellent team. How do you feel about the merchandise we're pushing?

G: In my opinion, the products are fine. However, I think we should concentrate on expanding our market share in the young adult market.

S: I totally agree. Who buys more products than twenty?

G: Exactly. We haven't been very successful in our branding efforts, have we?

S: I'm not keen on changing our target audience, but we certainly have to improve our brand image.

G: If we want to edge out our main competitor, we're going to have to target customers of a younger age.

S: Maybe, but we also have to keep our competitive edge in quality.

G: Why don't we all get together for a discussion?

S: Can you let me know when your next meeting with Anne is going to be? I'd like to go over some of our restructuring ideas with both of you.

G: As a matter of fact, we'll be meeting this afternoon. Let's meet at four, shall we?

S: I'm afraid I will have an appointment then. Do you think we could meet earlier?

G: Well, I'll have to check with Anne.

Multiple Choice Comprehension Questions

1. Susan was aware that George is going to be working with Anne.

- true
- false
- doesn't say

2. What does George think Sport Outfitters needs to concentrate on?

- changing merchandise
- expanding market share
- improving quality

3. What has Sport Outfitters been unsuccessful in doing?

- branding efforts
- developing new merchandise
- opening outlets

4. What is Susan not keen on?

- changing publicity campaigns
- improving branding
- targeting younger customers

5. Why can't Susan meet with George and Anne at four?

- she has to travel this afternoon
- she has an appointment
- she has the afternoon off

2. Role play the dialogue.

- I guess that image and marketing are really important in the competitive world of sports shoe manufacture?

- Yes, I read an article the other day which talked about the battle between the three main global players, Nike, Adidas, and ...

- ... Reebok?

- Yes.

- What did it say about how their brand images differ from each other?

- Well, Adidas, for example, plays on its traditions and how it basically invented the concept of sports promotion in the 1950s – you know, sponsoring sporting events like football matches.

- And how is this different from, say, Nike?

- Well, Nike is a newer brand than Adidas. It actively promotes a more confident, aggressive image. It's not afraid to be controversial – to shock the public a bit.

- And how does Reebok fit in?

- Well, Reebok is even newer to the market than Nike. The people at Reebok noticed the personal fitness boom a couple of decades before, so they pushed their way into the market by targeting people who wanted to get fit.

- What about the way they advertise?

- Well, Nike's slogan "Just Do It" and its famous "swoosh" are very clever acts of marketing. Its advertising campaigns use strong memorable images and music. All of three brands have famous athletes who endorse their products and they are always pleased when famous people appear in public wearing their shoes and clothing – especially if they are the people with the right image!

- And are there differences in the quality of the products they produce as well or is it just brand image?

- Oh yes. It seems that you've got to have a great product too. The technical departments are always trying to come up with new ideas which will translate into USPs and differentiate their next product range. Nike, for example, invented the air cushioning principle in their Nike Airmax. Reebok is competing with their DMX 2000 shoes, while Adidas has copied how the foot works and

has focused on foot stability in an attempt to differentiate its brand from the others.

SPEAKING

Task 1.

Make a dialogue of the replicas A and B, which have their own numbers (1-6) in the correct order:

A (4) - Return?

B (6) - I want to travel to Rome for the summer holidays, and I just want an idea of prices and things.

A (2) - Well, first of all, how much does a flight cost

B (3) Thanks.

A (1) - Our cheapest, flight is with Alitalia, stopping over in Paris. That's 506 pounds.

B (2) - Hello. What can I do for you?

A (5) - Very good. What about the other airlines

B (1) - ? Yes, that's return. It's a good price, isn't it?

A (6) - With the other airlines, it depends on the time of year. When do you want to travel?

B (5) - Just a minute. What exactly do you want to know??

A (3) - That's quite an expensive time of year, but if you wait a moment, I'll give you some other prices, just to give you an idea.

B (4) - I want to fly out at the end of June and come back about the middle of September

Task 2.

Discuss these statements. Explain your point of view.

- Stress can result in a real breakdown of health.
- Stress is everywhere.
- Stress is a synonym for 'weakness' and 'helplessness'.
- Changes for the better can never cause stress.

- Overeating, smoking, drinking, or taking drugs don't help to cope with stress.
- Laughter is the best medicine for all diseases.
- It is impossible to avoid stress.
- The best way to minimize stress is to know your limits and to be in harmony with yourself.

Task 3.

Read the text and answer the following questions:

- 1) What is this text about?
- 2) What is the main idea?

Make up a brief annotation of this text.

Job related stress is a widespread problem in the workplace today. There are many different causes of stress, called stressors and they vary from person to person. People must be aware of the signs of stress, and try to prevent it before it begins affecting their lives. Stress has both mental and physical effects on people.

If there is an unhealthy level of stress and it is not reduced or prevented, it can lead to many health problems, mental problems and family problems. There are many things that both employees and employers can do to alleviate or prevent stress in the workplace. Stress management techniques are plentiful, and they must be employed by people today to ensure that they remain happy and healthy. Stressors in the workplace must be identified and dealt with so that a company and its employees can operate efficiently and effectively. Stress is defined as physical, chemical, or emotional factors that cause bodily or mental tension. It is also a factor in causing disease or breakdown of a persons' mental and physical condition.

The term stress is used by scientists and physicians to represent any force that impairs the stability and balance of bodily functions. From this definition of stress, the definition of job stress was formed. Job stress can be defined as the harmful physical and emotional responses that occur when the requirements of the job do not match the ability, resources, or needs of the worker, and also when there is tension between employees. Job stress is also caused by conditions in the workplace that negatively impact an individual's job performance and

overall well-being. The concept of job stress is often confused with challenge, but these things are not the same. Challenge boosts us psychologically and physically and it motivates us to learn new skills and master our jobs. When a challenge is met, we feel relaxed and satisfied, so challenge is important for healthy and productive work.

Task 4.

Make a dialogue of the replicas in the correct order

1) Green: Yes, quite. As a matter of fact, I have come here to talk about the price. I would like to say that the volume of business in the building industry in our country has dropped considerably. This affected the prices of a number of building materials. In this situation it's quite natural we expect you to revise your prices for asbestos.

2) Pavlov: Not bad, thank you. And how are you?

3) Green: Mister Pavlov, we have been in business with you for a long time. Also we have doubled our purchases over the past three years. Therefore we would be grateful to you if in view of all this you could reduce the price.

4) Pavlov: Are you happy with our usual terms of delivery and payment?

5) Green: Fine. I always feel well in beautiful weather like this. We are having such a lot of rain in England now. I am happy to be away. I suppose, we had better get down to business.

6) Pavlov: I'm afraid this is not sufficient reason for us to lower the price.

7) Green: That's fine. I suppose that's the best we can do today.

8) Pavlov: I'm sorry to say, Mister Green, but we would not be able to make extra supplies available to you. We are planning to develop more industrial and housing projects. Besides, we are already tied up to contracts with other partners. Taking these factors into account we could offer you the same amount as last year.

9) Green: But may I draw your attention to the fact that we wish to increase the purchases by a few thousand tons if you could offer us reduction in the price.

10) Pavlov: All right. I think we could reduce it by 3%. But only on condition that the price is subject to further negotiations for the second half of the year.

11) Green: That's right. For next year, actually.

12) Pavlov: Yes, certainly. You have come to sign another contract, haven't you?

13) Green: Good afternoon! Nice to see you again, Mister Pavlov! You are looking well, I must say. How are things with you?

Exercise 5.

Make a dialogue of the phrases in the correct order

1) Pavlov: Yes, we have. There is only one thing in it our parties can't agree to. That is the 5% increase in the price

2) Green: I suppose if you could accept consignment (deliveries) by installments in the current year we would reduce the price by 2%.

3) Green: That's right. Have you seen our latest price-list?

4) Pavlov: That is fine, thank you very much.

5) Green: Well, you must try to see the price from our point of view. Over the past three years metal prices have gone up. Besides because of the new labour contract, we had to increase wages. Therefore we had to increase the price of our machine-tools.

6) Pavlov: Yes, quite.

7) Green: Are you happy with the new terms and conditions of our future contract?

8) Pavlov: Let's go into the main question of our today's discussion. I expect you want to discuss our new contract.

9) Green: Then I think we can start drawing up our contract.

10) Pavlov: Yes, we have taken this into account and yet your prices seem to be high. We have been in business with your company for a long time and we hoped you would offer us better terms.

FINAL TESTS

READING

«What does cloud computing mean?»

Cloud computing means storing and accessing data and programs over the Internet instead of your computer's hard drive. It involves computing over a network, where a program or application may run on many connected computers at the same time.

For some, cloud computing is a metaphor for the Internet. It typically uses connected hardware machines called servers. Individual users can use the server's processing power to run an application, store data, or perform any other computing task. Thus, instead of using a personal computer every-time to run the application, the individual can now run the application from anywhere in the world.

For businesses, cloud computing is an ideal way to reduce expenses. For example, companies may buy services in the cloud. That is to say, instead of installing applications on every single computer in the company, cloud computing would allow workers to log into a Web-based service (a cloud) which hosts all the programs individual users would need for their job. Everything would run on remote machines and local computers task would rely just on connecting to those machines.

While cloud computing could change the entire computer industry, there are still some concerns about the security of the data stored on the remote machines. It is true that it promises to offload many tasks. However, this technology raises a fundamental question. Is it safe to store one's data on someone else's computer? The cloud service provider needs to establish clear and relevant policies that describe how the data of each cloud user will be accessed and used. Cloud service users should also be able to encrypt data that is processed or stored within the cloud to prevent unauthorized access.

Are the sentences true or false?

1. Cloud computing means storing and accessing data and programs without the Internet.

2. It involves computing over a network, where a program or application may run on one connected computers at the same time.
3. It typically uses connected hardware machines called computers.
4. Individual users can use the server's processing power to run an application, store data, or perform any other computing task.
5. For businesses, cloud computing is an ideal way to reduce expenses.
6. Cloud service users should also be able to encrypt data that is processed or stored with the cloud to prevent unauthorized access.
7. For some, cloud computing is a metaphor for the Internet.
8. Cloud computing does not affect the cost of the company.
9. Cloud service is not secure.
10. Cloud service requires the use of modern technology.

«The 5 Things You Never Knew About Auto Loan Rates»

By Valencia Higuera

Buying a new car is an important decision, and if you're a savvy auto buyer, you know that getting a good deal involves more than snagging a great price. To calculate affordability and monthly payments, you need to factor in your interest rate.

Banks charge interest on just about every type of auto loan; to get the lowest rate, you might have to speak with different finance departments and request quotes. This is a smart move, as your interest rate determines how much you spend over the life of the loan. But while you undoubtedly know the benefits of a low rate, there might be a few things that you don't know about finding a car loan.

1. Zero-Percent Financing Isn't Always the Cheapest Option

If you're applying for a new car loan with excellent credit, you might qualify for zero percent interest. Who wouldn't jump at the opportunity to purchase a car with zero-percent financing?

But don't get excited too fast. In addition to offering zero-percent financing on new cars, some manufacturers offer factory rebates. And typically, you can only choose one or the other. Paying no interest might seem like the better offer, but if you skip zero-percent financing (and pay a competitive

interest rate) and take the factory rebate, the savings you receive after subtracting the rebate from the sale price might be greater than the savings from zero-percent financing.

2. Zero Percent Might Come with Strings

Zero percent interest on a new car can be a terrific deal. But depending on where you go, there might be a few catches. Some places only offer these attractive new car rates on short-term leases or require a sizable down payment. And to compensate for any financial loss, the dealership might inflate the price of other costs, such as add ons or the extended warranty.

3. Used Cars Aren't Necessarily Cheaper

Maybe you're looking at used cars because you cannot afford the payment on a new car loan. However, there's a little fact about new car interest rates: they're often lower than used cars.

Of course, a lower rate on a new car doesn't make up for the fact that you're paying more for this car. Then again, if your credit score is high enough and you qualify for zero percent interest financing, the monthly payment on your new car might be the same (or lower) than a used car.

4. Going Short Can Save You Money

Do you stay away from new cars because they depreciate as much as 20% in the first year? This is understandable. Besides, no one wants to deal with an upside down car loan.

This concern, however, doesn't have to stop you from buying the newest model of your favorite car. Not only are new car loan rates cheaper than used car loan rates, but short-term loans can bring you additional savings.

Let's say you buy a new car with a purchase price of \$15,000. With a 72-month term, you might pay a new car rate of 5.74 %. Reduce your term to 60 months and the interest rate drops an entire percentage point — that's nearly \$40 a month in savings. Go with a three- or four-year term and the savings continue.

5. You Can Get Better Rates at Your Bank

Believe it or not, in 2014, total dealership net profit before tax as a percent of sales was 2.2 %, according to the National Automobile Dealers Association. How do they stay in business? That's simple – they make most of their profits by offering other services, such as auto financing.

So even if you qualify for a low-rate new car loan, don't think that your dealership's quote is the best you can do. The truth is, many dealerships pad the interest on car loans – by as much as one percentage point – to boost their profits. You're better off securing your own financing at your bank. This cuts out the middleman and results in better new car interest rates.

Are the sentences true or false?

1. To calculate affordability and monthly payments, you don't need to factor in your interest rate.
2. Your interest rate determines how much you spend over the life of the loan.
3. Zero credit financing is good.
4. When you buy a car dealer may increase the price of other costs, such as warranty.
5. Used cars are always cheaper.
6. If you reduce the term of payment on the loan - you can save.
7. Dealers are trying to make money on you.
8. Zero percent interest on a new car can be a terrific deal.
9. In 2014, dealers earned very well.
10. Dealers very often specially increase the interest on loans.

«Globalization and the Butterfly Effect»

By John Edwards

The butterfly effect concept has become important in the finance world as globalization continues to increase and capital markets connect. Volatility in one small area of the international markets can grow rapidly and bleed into other markets, and a hiccup in one corner of the international markets can have global consequences. Improvements in technology and wider access to the Internet has increased the degree to which international markets influence each other. This has led to more episodes of extreme market volatility.

The butterfly effect has become well-known in popular culture, and the concept has clear applications to finance. It and chaos theory may provide a partial explanation for the unpredictability of capital markets.

Origin and Meaning of Butterfly Effect

The phrase “the butterfly effect” was first coined during a scientific meeting in 1972. Scientist Edward Lorenz gave a talk on his work regarding weather prediction models. The phrase suggests that the flap of a butterfly’s wings in Japan could create a small change in the atmosphere that might eventually lead to a tornado in Texas.

Lorenz studied how small differences in initial values led to large differences in weather models at the Massachusetts Institute of Technology. In 1961, he had entered an initial condition in a weather model as 0.506, rather than the precise number of 0.506127, which resulted in a completely different and unexpected weather pattern. In 1963, he wrote a paper on this concept, titled “Deterministic Nonperiodic Flow.” The butterfly effect concept shows how difficult it is to predict dynamic systems, such as weather and financial markets. Study of the butterfly effect has led to advances in chaos theory.

Application of Chaos Theory to Markets

Capital markets go through alternating periods of calm and storminess. However, they are not always chaotic, and the shift between calm and chaos is often sudden and unpredictable. Some believe that these concepts of chaos theory can be used to understand how financial markets operate.

Markets tend to grow bubbles that eventually pop with drastic consequences. Financial bubbles often grow because of positive feedback. When investors make money during a rise in the financial markets, other observers think the investors must have made a smart decision, which leads the observers to invest their own money in the markets. The result is more buying and stock prices going higher. The positive feedback loop leads to prices beyond any logical or justifiable level. The loop eventually ends, and the last investors in are left hanging with the worst positions.

The same concept can explain volatile bear markets. The markets can suddenly shift due to outside factors, which causes investors to pay attention only to negative news. Initial selling leads to more selling as market participants liquidate their positions. The negative feedback loop tends to accelerate quickly, often resulting in a market full of undervalued stocks.

Fractals and the Markets

Prominent scientist Benoit Mandelbrot applied his work in fractals in nature to financial markets. He found that examples of chaos in nature, such as

the shape of shorelines or clouds, often have a high degree of order. These fractal shapes can also explain chaotic systems, including financial markets. Mandelbrot noted that asset prices can jump suddenly with no apparent cause.

Many in the markets tend to dismiss the extreme events that occur less than 5 % of the time. Mandelbrot argued that these outliers are important and play a significant role in financial market movements. Traditional portfolio theory tends to underestimate how often these high-volatility events occur. While his fractals cannot predict price movements, he argued that they could create a more realistic picture of market risks.

Examples of the Butterfly Effect in Markets

Although technology has increased the impact of the butterfly effect in global markets, there is a long history of financial bubbles going back to the tulip market bubble in Holland during the 17th century. Tulips were a status symbol among the elite. They were traded on exchanges in Dutch towns and cities. People sold their belongings to begin speculating on tulips. However, prices began to drop and panic selling ensued.

There are more recent examples of bubbles. On October 1987, known as Black Monday, the Dow Jones Industrial Average (DJIA) lost around 22 % in one trading day, the largest percentage drop ever for that market. There was no apparent cause for the drop, though the DJIA had some large down days the week before, and there were international issues in the Persian Gulf. In retrospect, issues with panic selling and perhaps program trading might be partly to blame.

In 2015, the Chinese stock market encountered significant volatility, dropping over 8 % in one day. Similar to Black Monday, there was no single event or cause for the drop. This volatility quickly spread to other markets, with the S&P500 and the Nikkei losing around 4 %. Also like Black Monday, there had been weakness in the Chinese markets in prior months.

Chinese officials had begun devaluing the renminbi. However, the main cause was likely the high degree of margin used by Chinese retail investors. When prices began to drop, investors received margin calls from their brokers. Retail investors were forced to liquidate their positions quickly to meet the margin calls, leading to a negative feedback loop of selling. In years prior, the Chinese government encouraged people to put their money in the market.

Markets will only become more interconnected as technology continues to improve, and the butterfly effect will continue to be a factor in global markets.

Are the sentences true or false?

1. Markets have become very volatile.
2. The Internet has increased the influence of international markets on each other.
3. The expression “butterfly effect” was first coined during a scientific conference in 1980.
4. The concept of the butterfly effect shows how difficult it is to predict dynamic systems such as weather and financial markets.
5. The study of chaos theory led to the advancement of the butterfly effect.
6. Markets are prone to growing «bubbles».
7. Mandelbrot remarked that asset prices could not unexpectedly jump without obvious reason.
8. In 2015, the Chinese stock market experienced significant volatility.
9. China did not want to de-currency.
10. The butterfly effect is a one-time occurrence.

GRAMMAR

1. Rewrite sentences in indirect speech, using the rules of the timing.

1. They told us : “We are going to the cinema.”
2. We were told : “It was raining a lot.”
3. She said : “I will try to get the highest mark on the exam.”
4. He told us : “I lived in the Kharkiv in 2010.”
5. They said : “We will go to the rest tonight.”

2. Put the words in the correct order in the sentence.

1. dancing, that, We , girl, he, was, with, this ,saw
2. company, I, that, worked, in ,a, knew, foreign, he
3. said, going, she, was, to, do, She, some ,shopping
4. he ,said, was ,that ,a, doctor, He

5. could, if, Jane, I, with, her, asked, go

3. Rewrite direct questions to indirect

1. Daniel asked : "Can I have some more cake?"
2. "When will the match start?" - asked Peter.
3. "What's the time?" - I asked Mary.
4. "How many people are there?" - asked the captain.
5. "Do the children like sweet cherries?" asked the fairy.

4. Insert a verb in conditional sentences in the correct form.

(win, stay, leave, get, buy)

1. We _____ at home if it snows.
2. She _____ angry if I'm late for party.
3. I _____ a new board if I had more money.
4. If you _____ now, you'd catch the last bus.
5. If I _____ the lottery, I would have bought a house by the sea.

5. Put the words in the correct order in conditional sentences.

1. fire, you, have, are , again, I, will, If , to, you, late
2. We, weather , have , a, if, the, is, fine, will, hike
3. If ,I, everywhere , you ,I ,poke, my, were, nose ,wouldn't
4. I, come, I , will, finish, my, early, if ,work
5. tired , a, nap, if, feel, Take, you

VOCABULARY

1. Add prefixes to the adjectives in the box. Then use the words to complete the sentences.

(comfortable, credible, possible, reversible, usual)

1. That story can't be true. It's completely _____.
2. I've never seen a hat like that before. It's very _____.
3. I really can't open this door. It's _____.
4. We need to buy a new sofa. This one is very _____.
5. You can't change the decision now. It's _____.

2. Complete the sentences with an adjective formed from the verbs in the box. Use the correct –ed or –ing endings.

(annoy, bore, depress, please, shock)

1. Rainy days are so _____ !
2. Let`s do something different. I get so _____ at weekends!
3. We`re really _____ with our new car – it`s great!
4. The pictures of the accident were quite _____.
5. It`s really _____ when people are late.

3. Complete the sentences with the words in the box.

(in charge of, menial, on your own, salary, skilled)

1. Your _____ is the money you are paid for doing your job.
2. If you`re not in a team, you work _____.
3. A manager is _____ a group of workers.
4. A _____ job is often boring and badly-paid.
5. You need special training to do a _____ job.

4. Complete the sentences with the words in the box.

(switched on, mate, folks, grief, look out for)

1. Harry is _____ about world politics.
2. My best _____ came round last night.
3. I`m going on holiday with my _____.
4. My mum is always giving me _____ about my messy room.
5. Good parents always _____ their children.

5. Read the text about the book industry and complete it with the words in the box.

(writers, managed, well-educated, foreign, bookshops, publishes, downloading)

BOOMING BOOK SALES

During the 2000s, Ukraine enjoyed a boom in book clubs, unlike other countries, such as the USA and those in Western Europe. One club, the Family Leisure Book Club grew 55 per cent in 2006 selling 12 million books. One of the reasons for this success was that Ukraine has a _____ population that likes to read, but not many can easily get to good _____. Today book clubs sell e-books as well as printed ones, so people can choose to receive their books through the post or by _____ them.

Bertelsmann, the company that owns the Family Leisure Book Club, is German, but it promotes young Ukrainian _____ its books itself and only sells them through the club. It also promotes _____ writers in Ukraine. By being the first into the market and getting exclusive deals, Bertelsmann has _____ to build up a good business during difficult times.

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3MICT

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